

## Labour rift deepens over future of leader

The pressure on Mr James Callaghan not to resign as leader of the Labour Party until the party has decided how it wants to elect its leaders is likely to increase today when Mr Michael Foot, his deputy, is expected to ask him to stay in office on the matter is increasing, however, the left and right factions divided among themselves.

## Mr Foot may urge resignation delay

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## Iraqis break through to threaten Abadan

From Robert Fisk, Baghdad, Iraq, Oct 12

The Iraqi commandos of the Iraqi Army broke through to the south bank of the Karun river on the Shatt al-Arab at 12.25 this afternoon, four tiny figures running along the Khorramshahr quayside past lines of burnt-out, derailed railway tracks, bowing heads and hands down in the dust, with the panache of cricketers. We watched them through Iraqi Army binoculars from 400 yards away, peering above sandbags in a crumbling mud hut while an Iraqi sniper beside us blasted away at the Iraqis from the other bank of the Karun.



Shops and blocks of flats reduced to rubble in the once bustling centre of El Asnam.

## Hopes fade in fight to save earthquake victims

From Jon Swain, El Asnam, Oct 12

Two and a half days after a powerful earthquake struck El Asnam, possibly killing more than 20,000 people, the hopes of those buried alive in the wreckage of the city are fading. The authorities have been unable to locate any survivors, and the rescue operation is being called off.

The earthquake struck the city on Friday. The entire shopping centre of Nasr, of which the city is a part, collapsed like a house of cards and was trapped with 3,000 others.

## Bomb attacks on West End offices

By a Staff Reporter

Two travel offices in the West End of London were bombed last night within half an hour of each other. No one was hurt in either incident.

The first attack took place at the Turkish Tourist Office, 100 Strand, near the Strand. A window was shattered and the interior was damaged. Two policemen who were on patrol in the area were ordered off the office.

## French right-wing leader stabbed by Jewish youths

Paris, Oct 12

From Ian Murray

A group of young Jews today attacked and stabbed M Marcel Frederiksen, the leader of the Pseudo-Nationalist European Movement, a far-right organization associated with the bombing of a Paris synagogue in which four people died.

## Link law age nit flouted

minimum age limit of 18 for sex of liquor is widely flouted, a recent survey says. Its failure is likely to lead to renewed calls for the reform of licensing laws.

## on curbs unlikely

James Prior, Secretary of State for the Home Office, is unlikely to impose curbs on the next parliamentary session.

## nda mobilization

reformed Uganda Army is being retrained in the east of the country which has been a well-armed force of 10,000 troops since moved from Zaire and Sudan.

## es four world

West Bank mayors deported by Israel after powerful assistance to the cause by traveling 50,000 miles.

## Office review

of the D-Notice guidelines for the media on defence intelligence matters will be discussed by the Ministry of Defence tomorrow.

## Tighter controls on money supply likely

Changes in the methods of controlling the money supply are likely to be announced in the next few weeks. The changes will probably be aimed at achieving greater control of monetary growth.

## London nuclear risk

The movement of radioactive waste through London by rail is putting thousands of lives at risk, the Ecological Party says in a report. It wants the amount of waste carried in each flask reduced, and an alternative route through less populated areas used.

## Cooperative newspaper

Shareholders in a cooperative in the East End of London have decided to launch a local weekly "alternative" newspaper next March. It is thought to be the first such venture in the press field.

## Lin needed: Help the Aged is starting a campaign to raise £1m for care for the growing number of elderly people in desperate circumstances

Tea: A six-page Special Report looks at the international industry.

Classified advertisements: Personal, pages 23, 24; Appointments, 11, 22; Property, 11, 12; Reader Services Directory, 21.

## Lyle plays Norman in matchplay final

Sandy Lyle, of Britain, and Greg Norman, of Australia, will meet in the final of the world matchplay golf tournament at Westworth today. In the semi-final, Lyle beat Peter Jacobsen of the United States by six and five and Norman beat Bernard Gallacher of Britain by the same margin.

## Engineering workers to get 'marginally' improved single-figure wage offer

By Paul Routledge, Labour Editor

Engineering employers will make a marginal improvement in their 6.2 per cent pay offer to union leaders of two million workers in the industry, with hopes of a rapid settlement.

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Births	14	Deaths	10, 12	Weather	31	Western	14
		Letters	13, 15	Sale Rooms	14	Wills	14







مكتبة من الامم

### Do you know about Viceroy's engine?

The new Vauxhall Viceroy is built around a remarkably smooth 6-cylinder 2.5 litre engine, that produces 114bhp. It incorporates features like hydraulic tappets to reduce maintenance, and is designed to give high efficiency and silky power.

### Do you know how Viceroy performs?

Viceroy has a top speed of over 110mph and it reaches 60mph in just 11.5 seconds. At motorway speed it's practically silent because executives like to hear themselves think. But although it's a luxury express, Viceroy isn't profligate. At a steady 56mph it can achieve 33.2mpg.

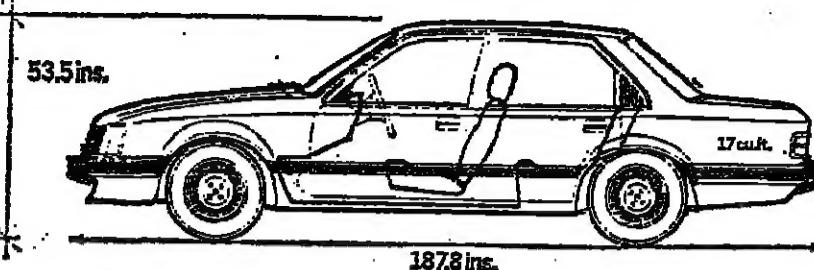
### Do you know that all Vauxhalls are praised for their sheer driver appeal?

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It's roadholding puts Viceroy in the forefront of cars in this class. We can arrange for you to try a Viceroy soon, to prove it for yourself.

### Do you know about Viceroy's spaciousness?

Viceroy is long, sleek and low. And its interior space makes four or five top people very comfortable. But Viceroy is still compact enough to hustle easily through heavy traffic. We can arrange for you to see for yourself. Just contact your local Vauxhall dealer.



# If it's your job to know about cars, how much do you know about the new Vauxhall Viceroy?

### Do you know where Viceroy fits in the Vauxhall range?



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THE NEW VICEROY  
NEATLY FILLS THIS SPACE



VICEROY  
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Viceroy is designed to complete the Vauxhall top of the line executive range. It slots very neatly between the Carlton 2000's starting at £6098 and the Royales starting at £10,524. It also means that Vauxhall now have five entirely individual cars in this sector, including the roomy Carlton Estate. Most manufacturers just offer you different engines and different specifications. Vauxhall offer you different cars.

### Do you know about Viceroy's luxury specification?

Naturally a car in this class is designed to pamper its driver. Viceroy is no exception. There isn't room here to detail all the features. For that you'll need the new Viceroy brochure, but here are a few items to tempt you.

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## HOME NEWS

## Widespread flouting of the age limit for drinking, survey shows

By Michael Hatfield  
Political Reporter

The Government has been presented with evidence of widespread flouting of the liquor licensing laws, which is bound to lead to renewed pressure for their reform in the new parliamentary session.

A government-sponsored survey to be made public in a few weeks shows that the minimum age of 18 for purchasers of alcohol is widely ignored. A survey of the youngest age group questioned, between 18 and 24 years, shows that on average they started drinking at 16, whereas people aged over 20 recalled that on average they began drinking at 20.

The investigation was commissioned by the Department of Health and Social Security and was conducted by the Office of Population and Census Surveys in the autumn of 1978. It provides strong evidence that young people are drinking in licensed premises before they are 18.

Attempts to reduce the age limit have failed. The last was earlier this year, when a private member's Bill by Sir Nicholas Bonsor, Conservative MP for Nantwich, failed because of lack of parliamentary time. Those pressing for a relaxa-

tion in the law say that it would be brought into further disrepute if an attempt was made to tighten the legislation, because it would not be enforceable. They argue for a recognition of realities, but any government-initiated reform is not expected this session.

The survey shows that men and women who drink heavily do so mostly in public houses, not in domestic premises, and consume relatively more beer or cider than light to moderate drinkers, who prefer wine or spirits.

It also shows that 6 per cent of men and 1 per cent of women report a weekly alcohol consumption that is considered a risk to health. The limits, based on a report of the Royal College of Psychiatrists, are four pints a day for men and three pints for women.

The group aged between 18 and 24 years shows a much higher proportion, 13 per cent of men and 4 per cent of women.

Other groups the survey shows to be heavy drinkers are single people aged between 35 and 44, of whom are either divorced or separated; people employed in the manufacture or supply of alcohol; workers in the construction industry; unemployed men; and working women who have no children.

## Ratio of teachers to pupils to remain unchanged

By Our Education Correspondent

Local authorities intend to make no change in the pupil-teacher ratio in schools in spite of falling pupil enrolments. According to official statistics soon to be published, the average national pupil-teacher ratio planned for January, 1981, are the same as those planned for last January.

The statistics have been drawn up by the Chartered Institute of Public Finance and Accountancy (CIPFA) and are based on estimates for 1980/81 provided by the local authorities.

They show that the national pupil-teacher ratio is expected to deteriorate slightly to 22.4 to 1, compared with 22.3 to 1 last January, while in secondary schools it will remain at 16.3 to 1, in primary schools at 16.3 to 1, in nursery education there is a slight improvement with the number of pupils a teacher expected to fall from 23.5 to 23.3.

Pupil-teacher ratios in individual authorities range in secondary schools from 15.1 in the London Borough of Brent to 17.8 in Essex and Somerset, and in primary schools from 18.1 in Brent to 25.3 in Lincolnshire and Somerset. Despite high inflation, the average annual cost of educating a child in a secondary school is expected to rise by only 11 per cent this year to £629 (excluding costs for administration,

meals and transport), and in a primary school by 13 per cent to £436. Nursery education unit costs are expected to rise by 7 per cent to £515.

Again, there is enormous variation between authorities, with the London Education Authority heading the list of the highest spenders for both secondary and primary education, where costs per child are £959 and £703 respectively.

Outside inner London, Brent (£808), Haringey (£796) and Harrow (£790) are the top spenders in secondary education, and Wakefield (£524), Dudley (£532) and Bradford (£536) the lowest.

Secondary school figures have to be treated with caution, however, as in some authorities the bulk of the education take place in tertiary colleges and those relatively high costs are not included in the figures.

In primary education outside inner London, Haringey (£630) and Brent (£616) are again the top spenders, and Dudley (£362) is again among the lowest, along with Tameside, Sefton, Lancashire and Northamptonshire, with unit costs between £380 and £384.

Spending on books and equipment in secondary schools is expected to range from only £18 per pupil in Trafford and Bradford, and £19 in Wakefield, to £44 in Ealing, £48 in Harrow and £58 in LEA. CIPFA hopes to be able to publish the 1980-81 education estimates in three weeks.

## Cigarettes treble the risk of early death, Which? says

By Our Health Services Correspondent

A guide to avoiding heart disease, which kills one man in three aged over 40, is one that today by the Consumers' Association, publishers of Which?

Cigarette smoking, raised blood pressure and a high level of cholesterol in the blood are identified as the chief risk factors.

"Smoking 20 cigarettes a day approximately trebles the risk of dying from coronary disease before the age of 50", the book says.

It details some ways of giving up, and advises men not to adopt the fatalistic attitude that if they have smoked for a number of years, the harm is already done. "That is not true; it is never too late as far as giving up smoking is concerned. The increased risk of

heart disease starts to fall immediately and continues to fall", it says.

To cope with the other risk factors, the book advises people to ask doctors to check their blood pressure and suggests a low intake of dietary fat to avoid raising cholesterol levels. It also deals with risk factors that are subject to more debate, such as the importance of exercise, stress, obesity and oral contraceptives and says that a number of factors are outside our control, such as heredity, diabetes and a high level of triglycerides in the blood.

The book also stresses the importance of seeking medical help for anyone suffering from unexplained pains in the chest, which should not be just dismissed as indigestion. It also discusses the importance of avoiding heart trouble (Subscribers Dept. Consumers' Association, Gordon Hill, Bedfordshire SG13 7LZ, £3.95).

The disfigurement of Britain, 8: A monumental planning disaster  
Oil industry's wasteland put up for sale

By John Young

Portavadie lies about forty miles west of Glasgow, on the shore of Loch Fyne, among the steep green and brown hills of the Firth of Clyde. It is approached overland by a single-track road which crosses a stretch of bleak moorland and looks as though it leads nowhere.

In a sense it does, for Portavadie is hardly a real place. Physically it exists in the form of several groups of bright blue huts and prefabricated buildings, some obviously modern, but already deteriorating blocks of flats, an electricity substation, a couple of cylindrical objects which might be oil tanks, and an array of flood-lighting towers built to illuminate Portavadie's main feature, a huge, empty drydock.

There are signs proclaiming that it is private property and warning people to keep out. Motorists are advised that no responsibility will be accepted for damage to their vehicles. Somewhat paradoxically, another sign points to a car park for spectators; there are no spectators; apparently there are not even any seagulls. The whole complex is enveloped in an eerie silence.

Portavadie is a curious and little-known monument to a multi-million-pound planning disaster. The Glasgow Herald commented: "To the visitor the whole process is both spectacular and unnerving. The change is quick and irrevocable." The consortium admitted that it had no orders, but the Government insisted that the site was "desperately needed".

By August, 1975, the taxpayer's commitment had already risen from £10m to £14m. There was still no sign of any orders but it was blithely stated, if the worst came to the worst, the whole thing could be converted into a marina and holiday village.

The site was completed in 1976 and the agreement between Sea Platform Constructors and the Government was terminated amid a certain amount of recrimination. Local people were heard to complain that the environmental sacrifices they had been forced to make in order to bring employment to the area now appeared to be wasted.



Mr Peter Walker, his wife Tessa and son Robin trying Kingdom Cox apples in London yesterday after the Minister of Agriculture was made a friend of the apple by the Apple and Pear Development Council.

## £1m needed to help the elderly

By Pat Healy  
Social Services Correspondent

Thousands of frail, elderly people are living in desperate poverty without the special care they need, while others who need no more than a roof over their heads are in old people's homes, according to Professor Peter Townsend, sociology professor at Essex University.

He was speaking on the eve of the launching today of a national campaign by Help the Aged to raise £1m for extra care for the elderly.

Professor Townsend said, research showed that more than a third of the residents in some old people's homes needed neither nursing care nor help with every day tasks, yet more than half of local council expenditure on the elderly went on residential homes.

Community care, which would help more old people to live in their own homes in comfort and dignity, was both cheaper and more appropriate. He blamed the situation partly on the division of responsibilities between local council departments. Social service departments could not offer sheltered accommodation to old people because that was a housing responsibility, yet sheltered housing would be more economical and a more appropriate choice, for many old people.

Mr Hugh Faulkner, director of Help the Aged, said that the elderly could not wait for an economic recovery. He urged the Government and local authorities to reassess their priorities to divert more resources to the growing numbers of old and frail in the community.

The organization hopes that money raised by the campaign will provide housing for about two hundred people and that thousands more could be helped through rehabilitation and community projects.

## Man held after shooting at Post Office

By a Staff Reporter

The police on Saturday arrested a man wanted for questioning in connection with an armed robbery at a post office in Bollington, Cheshire, in which a sub-postmistress was shot.

Robert Fahy, aged 27, is to appear before Macchfield magistrates today on charges including possessing a shotgun and assaulting a police officer.

During the search for Fahy the police seized off the North Wales island of Anglesey. He was arrested in Handforth, Cheshire.

After the shooting Mrs Barbara Roberts, the sub-postmistress, had her right leg amputated at the thigh.

## Dons 'are less left wing than is supposed'

By Diana Geddes  
Education Correspondent

British academics are less left wing than is commonly supposed. In both universities and polytechnics, Labour voters are outnumbered by Conservative and Liberal voters, according to a survey carried out by Professor A. Halsey, of the department of social studies at Oxford University.

The survey, which was carried out in 1976, showed that had there been a general election in that year, 26 per cent of university teachers (25 per cent in polytechnics) would have voted Conservative, 23 per cent Liberal (21 per cent in polytechnics), and 35 per cent Labour (44 per cent in polytechnics).

The rest would either have voted at all, or voted for the Scottish Nationalists or Plaid Cymru.

Conservative voters in both the universities and polytechnics were concentrated among professors and heads of departments, those aged 35 or above, and those teaching engineering and technology or medicine. Conservative supporters were least likely to be found in the arts, education, and social science departments.

Oxford and Cambridge dons were not found to be unduly sympathetic to the Conservative support for Labour was especially strong in the new universities.

## SNP moves to ban group

From Ronald Faux  
Edinburgh

The Scottish National Party has made the first move to prevent dual membership of the party and of a fringe nationalist organization called Sion na Gàidheal (SNG), meaning Seed of the Gael.

The national executive committee will recommend to the party's national council at its meeting in December that the membership of the SNG is incompatible with membership of the party and that the group should be banned within the party.

The party has become in-

creasingly concerned and embarrassed by the SNG, which first appeared in public at a rally at Bannockburn earlier this year. The group is open to anyone and to the official party and produces its own banners, and adopts a militaristic style.

The group appeared on Saturday at the tail end of a march and rally against unemployment held in Glasgow, in which more than 2,000 people took part. It ignored an instruction from the SNP national secretary that only official banners and those relevant to unemployment would be allowed.

## Seven injured by Ulster car bomb

A teenage girl, two elderly women and four policemen were injured by a car bomb explosion outside the police station in Warrenpoint, Co. Down. The women and the girl were taken to hospital with severe shock and minor injuries when the window of the homes were blown in by the blast on Saturday.

The policemen, who had minor injuries, were shielded by parked cars, all of which were destroyed. The Provisional IRA in south Down claimed responsibility for the explosion.

## Training plan for woman consultants 'useless'

By Annabel Ferriman  
Health Services Correspondent

A government scheme to help woman hospital doctors to train part-time to become consultants has been condemned by a women doctors' group as "cumbersome, complicated and almost useless".

The Department of Health and Social Security is advertising this month for doctors wishing to participate in its part-time scheme whereby a limited number of doctors with domestic commitments or ill health become part-time senior registrars, the post below consultants.

The aim of the scheme is to improve career prospects for the increasing proportion of women coming out of medical schools, which will reach 50 per cent by 1990.

There are now only 1,300 women hospital consultants in England and Wales, compared with 11,200 men.

But once the department has approved a woman doctor as suitable for a part-time senior registrar's post, there is no guarantee of a job; it is not providing any extra money for the scheme and it is up to the regional health authorities to decide whether to employ her.

## Advice to au pair girls

By Robin Young

Nearly 600 au pair girls from about 20 countries who attended a meeting in London yesterday organized by the Catholic Advisory Group for Au Pairs, were offered advice on working conditions and pay. Some were astonished to hear that the Home Office had recommended that they work only five hours a day, six days a week, and that an average au pair's pocket money was reckoned to be £13 a week.

One girl who described herself as a "demon au pair" said she worked four hours a day, six days a week, and was paid nothing. Another complained that unless she waited until the

## Ministry to hold talks on D-notice review

By Peter Hennessy

Guidelines for the first annual review of the working of the Defence Intelligence Security Act (D-notice) will be a mechanism for voluntary self-censorship by the press on defence and intelligence matters will be discussed at a meeting of the Defence, Press and Intelligence Committee (DPIC) in the Ministry of Defence tomorrow.

It will be the latest step in a series of measures to improve the gathering of senior press figures and permanent secretaries, under the chairmanship of Sir Frank Cooper, Parliamentary Secretary to the Ministry of Defence, to consider a highly critical report on the system published in August by the all-party Commons Select Committee on Defence.

The committee avoided by the casting vote of its chairman, Sir John Langford-Holt, Conservative MP for Shrewsbury, adoption of a Labour draft urging the abolition of the D-notice system altogether.

The Conservative alternative, which won the day, proposed instead that the system should continue, albeit in a drastically modified fashion, until September 2 of the Official Secrets Act, 1911, is replaced by a less draconian statute.

Sir Frank has commissioned Rear-Admiral William Ash, secretary of the D-notice committee, to conduct an internal inquiry with a view to reforming the system in which the recommendations of the select committee will play a part.

At a single discussion on the D-notice Committee, Mr David Chipp, editor-in-chief of the Press Association, and a handful of newsmen, on the press side, are firmly in favour of the system surviving in some form and are anxious to restore its credibility with Parliament, press and the public.

The Defence committee will also discuss the appointment of a successor to Mr Windsor Clarke, group editor of the Sunday Times, who is retiring as vice-chairman.

Mr Clarke put up a vigorous defence of the D-notice system in oral evidence to the select committee, but some Whitehall insiders feel he rather overstated his case in suggesting that foreign journalists in Europe and Japan envied the system, which has no parallel in the rest of the world except in Australia.

Nearly four out of five Conservative MPs, and three in five Labour, said they thought that degree-level work in polytechnics was rarely of the same standard as that in the universities, while only a quarter of polytechnic teachers agreed with that statement.

Mr Windsor Clarke: Vigorous defence of the system.

Death in cell

Richard Leslie Giles, aged 46, a prisoner in Oxford jail awaiting trial on charges including indecent assault, was found dead in his cell yesterday.

## Way clear for centre-left Cabinet in Rome

From Rome

The way appeared clear today for a centre-left Cabinet in Rome, as the Christian Democrat Party, to form Italy's fourth government in postwar years.

It took no smoothly between the coalition partners on drawing up a programme and appointing ministers, he will submit the names of his Cabinet to President Pertini at the end of the week, after the state visit of German Chancellor Helmut Schmidt.

It will be a return to the centre-left formula which governed Italy during the 1960s, composed of Christian Democrats, Socialists, Republicans and including the Social Democrats of Signor Pietro Longo.

Biggest test of post-Franco era

From Richard Wigg  
Madrid, Oct 12

As the Cortes (parliament) debates a divorce bill, a film on the Franco regime is running in Madrid. The divorce which is coming to us is a light comedy, not as good as 'Divorce Italian Style' - but timely for that everyone knows is an important concern affecting many people.

The question of divorce is perhaps the biggest test for politicians for the government of Senor Adolfo Suarez, and the Roman Catholic hierarchy and faithful in the process of adapting the authoritarian Franco state to the needs and values of a modern Western society.

The Bill, at its committee stage, but already the debate have been generating a lot of controversy, with a vigorous rearguard action well under way from the more conservative Spanish bishops and some left.

The Socialist Party of Senor Felipe Gonzalez has been restrained in its reactions. Arguments to the debate inevitably revolved round the values of the post-Franco Spain, with both the opposition party and the governing Democratic Centre Union (UCD).

Till now there has been no divorce in Spain. Only legal separation, 'separacion', and through the church, many proceedings. The existing civil code (now being reformed) forbids divorce, but the Suarez Government wants to introduce it.

Last week Senor Francisco de Paula Ordoñez, who became the Minister of Justice, indicated that the Government was preparing to retract the Bill to include mutual consent and

## WEST EUROPE

## M Marchais chosen to play spoiling role in election

From Ian Morrice  
Paris, Oct 12

The almost ritual choice of Mr Georges Marchais as the French Communist Party's candidate for next year's presidential elections, was made today. He is the first candidate to be put forward by any of the four main political groups in France and would be the first to be elected.

The Communist Party did not put up a candidate in 1974 when President Giscard d'Estaing was elected. The role of M Marchais in next year's campaign would seem to be to act as a spoiler, to spoil the chances of the Socialist candidate. The Communist Party believes that its best chance of regaining the leadership of the left is in the second round of the election.

These thoughts about the national conference of the party at the weekend which ended with the unanimous election of M Marchais as the man for the election, the general election, was held in the Socialist Party as at President Giscard d'Estaing.

M. Charles Fiterman, the rapporteur of the national conference, described the Socialists as "uneasy, hesitant and political". The offer by President Giscard d'Estaing during last week's election of the right to open a dialogue with the Socialists was rejected by the Communist Party as it feared further pastures in the Union of the Left were being turned

At the end of last March, surveys showed that the main element was for two years of strict financial restraint with help for a makeshift emergency measure, reform of the social services.

Although workers projected against in linking wages to the cost of living, the union reaction to M proposals has been reflecting suspicion of the government's motives.

The Socialists, who shied to trade union anxious to see more the Government to the high rate of inflation, in no mood for an election, the government's economic crisis.

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him today lay down by the desk.

The early designation Marchais will give him opportunity to make full the media. He is to appear in a long interview on television and films of his have already been shown on the news, being the only horse in the race he is sure of most eyes of him.

His acceptance speech was typically rough and hitting. He promised to crush the whole arm machine for the week, to his opponents a char he was going out, a long and hard campaign, a scarcely veiled reference to last week's handshake with Giscard d'Estaing.

Mauroy, the Socialist and deputy for Lille, President M Marchais that he would not seem with the President.

At the same time, the Socialist attack on M Marchais, the Socialist He obviously believes could offer M Marchais support in the second round of the election, provided Communist score in round was high enough to oblige the Socialist to make concessions.

Without Communist in the second round, it would be unlikely any chance of winning. Speaking at a Socialist meeting, he said that the Communist helped the capitalists power.

## Two-party coalition plan emerging in Belgium

From Michael Kennedy  
Brussels, Oct 12

Belgium's two main political parties, the Christian Democrats and the Socialists, appeared to be making progress over the weekend towards the formation of a new coalition government.

The collapse of the previous government was caused by the defection of the Liberals last week. They had failed to win support in the Cabinet for bigger cuts in unemployment benefits, aimed at reducing public spending and the size of the Government's yawning budget deficit.

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Mr.



## Morality of avoiding tax avoidance

The overthrow of President Amin of Uganda was such a re-

# THE FINANCIAL BURDEN OF DIVORCE

**David Wood**  
**Strasbourg**  
**the decade**  
**of danger**

From Mr P. E. Waive  
Sir, The President of the Law  
Society is reported to have said at

his society's annual conference that there are too many solicitors. And yet their clients have to wait an inordinate amount of time for a solicitor to complete even the simplest of transactions.

Either, therefore, solicitors are remarkably bad at managing their time or we need more solicitors.

I have more than an intuitive feeling which one of the two is the right answer. If I conducted my business transactions in the same way as my clients do, I would be out of business and rightly so.

Yours faithfully,  
PETER E. WAINES,  
Oaktree Cottage,  
108 Handside Lane,  
Waterside Gardens, City,  
Barnfordshire.  
October 10.

From Mr R. N. Saunders and Mr P. M. Knott

Sir, As younger members of the profession we feel that younger solicitors, and particularly students, will be concerned and depressed by the claim of the President of the Law Society (October 10) that too many young people are becoming solicitors.

In the light of the finding of the Royal Commission on Legal Services that there is a substantial unmet need for legal assistance, Mr Clarke's claim may be doubted. The real question is as to the quality of service and over this The Law Society has considerable control. Determining the integrity of the solicitors needs justification as for their competence, this depends on the effectiveness of supervision by their principals as well as their own ability.

However, the most worrying feature of the speech is the possibility that on these grounds The Law Society may seek to justify still further tightening of entrance requirements which in fact may not be related to the student's practical

This would not only be unfair to students but also an inappropriate way of raising standards; it would be far more effective to make solicitors' articles, and possibly even the first year of practice after qualifying a true probationary period, subject Law Society inspection. It is only at this later stage that a student's attitude becomes ascertainable.

It is quite right that aspiring solicitors should be warned as early as possible of the difficult path that lies ahead, but such warnings should not be so phrased as to cause students to doubt The Law Society's fairness and unjustifiably to threaten the public's confidence in its younger members of the profession.

Yours faithfully,  
P. M. SAUNDERS,  
R. M. KNOTT,  
355 Penarth Rise,  
Sherwood Vale, Nottingham.  
October 10.

## Gulf war causes

From Mr Arthur Siger

Sir, I have been reading carefully both the reports and the comments on the Gulf war, both in *The Times* and other "quality" newspapers. I am sure that the reports are as accurate as can be, I am less sure about the comments, especially when they are made by "experts" on the Middle East or quote "well-informed sources in Whitehall".

There is no need to remind *The Times* of the argument that has long been put forward by British Government spokesmen, and by experts, that the Iraqis are the aggressors. The

from the Middle East, and resulting there from the "tough" attitude of the Arab oil-producing states on oil prices, has been "the Israel/Arab states conflict, and that the main factor in this is the Israeli refusal to acknowledge and its refusal to talk to the Palestine Liberation Organization."

Does not what is now going on in the Gulf, prove the hypocrisy; or at least the unreality, of this claim? Is it not the plain fact for all the world to see, and its endemic nature is plain for all who are willing to look. Even the most pro-Arab commentator has not been foolish enough to make a claim for the Gulf war or for the perennial struggle in Iraq between Iraqis and Kurds, or the threat to the whole world if the Straits of Hormuz are closed.

Perhaps, Sir, you will admit, as a free Lord Canning, to admit that the objectives of the Palestinian refugees is irrelevant to the present struggle between Iraq and Iran, and that the best hope for solving that problem is for the great powers to press the Arab states surrounding Israel to end the state of war and seek an direct negotiations, thus following Egypt's example.

Yours faithfully,  
ARTHUR SUPER,  
49 Clapton Common, E5,  
October 1.

Sir, I was somewhat surprised to see you quote Sir Geoffrey Howe (October 9) as saying that the

Vesley decision had stripped from the Revenue the instrument it had used to make the Revenue law law. Surely it did nothing of the sort. It merely decided that the law enacted by Parliament in 1936 was not the law that the Revenue today would have liked Parliament to have enacted. Since 1936 they have not been implementing the law. They have been implementing what they would have liked the law to have been. Sir Geoffrey as a lawyer himself must know this.

I have yet to see in the recent adverse press comment on the Vestey case any reference to what the House of Lords actually decided; namely the Parliament of 1936 did not give the Inland Revenue a discretionary power to tax whoever they want on any amount they want. This does not mean the minister has no discretion, nor to warrant the adverse comments to which it has given rise. In 1936 fairness was seen as a basic axiom of our tax system and although modern day Chancellor of the Exchequer has emphasised that this concept could have been more surprising if the House of Lords had held that the Revenue were given in 1936 the very wide discretionary powers to which they laid claim.

It is to be hoped that Sir Geoffrey will not be strangled by ill-informed public opinion into giving the Revenue the draconian powers to which they have laid claim in the Vestey case. There is a clear need for the Government to have, however a need for a well thought out change designed to prevent specific identifiable avoidance opportunities. One assumes that any change would affect income arising after the date of the change and not merely income arising before that date. If so there is no obvious pressing need to rush into amending legislation to stop an out-flow of capital from the country.

From Mr. F. F. Smith

Sir, Regarding the remarks of Professor Hall (October 10), it is of course the case that there is a large number of specific anti-avoidance statutory provisions in various scattered parts of tax legislation, and to counter his point I cite two of them with comments from leading tax writers.

The first is the Income and Corporation Taxes Act 1970 section 488(1): "This section is enacted to prevent avoidance of tax by persons concerned with land . . . Of this, a leading text writer, Mr. W. J. Wheeler on Income Tax states that "whether that statement has any effect as a matter of law is extremely doubtful" (para 4-52).

The second and perhaps more significant provision is in the Capital Transfer Tax provisions of the Finance Act 1975. Under section 20(4), it is provided that: "A disposition is not a transfer of value if it is shown that it was not intended . . . to confer any gratuitous benefit."

As to this, arguably, a perusal of the textbooks leads to the despairing conclusion that the possible operation of this provision will be bedevilled with difficulty.

In this respect, therefore, the above thoughts do not lead to doubt on the desirability or effectiveness of the learned correspondent's suggested foreign importations.

Instead the Chancellor should issue a green paper on the reform of section 478 of the Taxes Act so that the change that is needed can be made after the fullest possible public discussion to ensure that it is the correct change. For example should a change be designed to prevent United Kingdom residents transferring property overseas for the benefit of other UK residents; should it extend to transfers of non-UK assets by non-UK residents who want to include as beneficiaries of their estates UK; or is it an undue transfer of wealth from all taxpayers.

residents why should it be limited, to transfers into settlements and not also cover the situation where the non-resident retains his own assets and later gifts the assets or transfers them therefrom to a UK resident either on death or by way of a lifetime gift?

As the law stands it is unfair. It should not however be amended hastily so as to replace one unfairness by another, as will arise if a legislative amendment is made to restore to the Revenue the powers that they had appropriated to themselves by placing a strained interpretation on 1936 legislation which was clearly intended to confer a specific device.

Yours faithfully,  
R. W. MAAS,  
Robert Maas and Company,  
40-42 Oxford Street, W1.

That first loophole was stopped after a few years by legislation which decreed that the company must be a pre 1914 registration, which at once gave a preemptive veto to all but a tiny number of that earlier epoch (such companies used to be advertised in *The Times* and the going rate was about £200). And so it went on, loopholes after loopholes being discovered and stopped as they arose.

As late as 1936 a few lines on a sheet of note paper, called an "accumulator" was sufficient to avoid all surtax. The late Lord Uxbridge, then junior counsel to the Treasury, was of this view: "an unproductive field of law from 1920 to 1950 when I retired. But the term "Tax Avoidance" he found unpleasing and one day said to me, "In these Chambers the

From Mr Mark Radcliffe  
Sir, Is it right, in anybody's mind,  
that a person should be assessed  
to tax on money which he has not  
received?

## Entrances to Oxbridge

*From Mr R. W. H. Price*

Sir, Diana Geddes (October '8) is right about the difficulties which which so obviously brings success to the schools (independent) that can offer it.

The vast majority of the children in this country are so ill-equipped

the maintained schools face over Oxbridge entry.

I have become increasingly frustrated by the Oxbridge entry requirements, leaving a comprehensive school with a good "Oxbridge record" and coming to teach in this 11-18 comprehensive school.

I can best illustrate the problems we face by describing the experience of one of my sixth form students. Last November he took the Oxford entrance examination in his fourth term in the sixth form. He was not offered a place. This summer he took his "A

comprehensive schools. Isn't it time that the Oxbridge Colleges made a real effort to find out what goes on in such schools? They'd then be in a better position to set about inquiring about the quality of pupils who are at present eluding them.

The present entrance exam system just will not do. It is too heavily loaded against the comprehensive schools.

Yours faithfully,  
R. W. H. PRICE, Head of Biology,  
The Netherhall School,  
Queen Edith's Way,  
Cambridge.

From Dr K. B. Pretty

Sir, I was extremely interested to see your article on the proposals for Oxford University entrance policy. New Halls which has celebrated its twenty-fifth anniversary, has always admitted its undergraduates on the basis of their performance in a single examination.

Moreover it has never offered

We are quite unable in this comprehensive school, to offer special timetabled teaching for Oxbridge candidates. Instead, in spite of staffing cuts, and with heavy teaching commitments, we offer the Oxbridge tutorial in a lunch hour or after school, when other commitments allow it. We know that, (whatever the Oxbridge colleges may say to the contrary) our candidates will be at a great disadvantage beside those who've had the intensive coaching entrance scholarships, in the belief that such scholarships reward the school more than the candidate and in particular reward those schools which are able to make special provision for Oxbridge candidates. For the last 25 years we have been delighted with the result of this very simple admissions procedure. Yours faithfully,

KATE PRETTY, Admissions Tutor,  
New Hall,  
Cambridge.

From Mrs Elizabeth Irwin  
Sir, The article (October 7) entitled  
"The high cost of keeping our herds

tate" by Geraldine Norman ended with the sentence—"Do we want Leonardo or do we want Holkham?" The answer should be shouted from the roof tops: we want Holkham. The Leonardo will continue to exist. Whereas Holkham, without financial support, will disappear as have so many great country houses. What will it avail us if we have a mass of art in only museums and two-ups and two-downs to put it into. Yours faithfully,

ELIZABETH IRWIN,  
21 Hilbury Road, SW17.

**Religion and crime**  
From the Reverend Increase S. Tanner  
Sir, I was the author of the article in *The Church News* (Gill & Macmillan, £5.95) which your Religious Correspondent, Clifford Longley, used as the basis of his article. The dilemma over Roman Catholic delinquents (1 October 3).

I feel must reply to the two letters you published today (October 9) from Sir John and Lady Mary. Sir John is right. The writers of these letters preassume that drug addicts are criminals, communists, and bullies. They are not. They are people who like find a spiritual home in the Roman Catholic Church—their Church is a *religium peccatorum*. We know that.

I do not know how much day-to-day knowledge your correspondents have of the groups of which they write. I am sure that they would like to help them is fairly well known. My assertion is (and frequently is) I have called for professional research to be done which would be right. Roman Catholic teaching contributes to the creation of these groups. Father Donnelly, CSCS (October 1), in asserting that "the Church and its officials have not seems to agree with me.

My thesis is that the Roman Catholic Church has some responsibility for the over representation of its members among these groups and does nothing about it.

These groups, far from finding a spiritual home in the Roman Catholic Church, hate and revile it.

In the words of many of the Offertory Prayers of the Roman Rite, please do not cover sin with fair phrases.

Yours faithfully,

TERENCE F. TANNER,  
Horseshoe Cottage,

From the Reverend Giles Hunt  
Sir, It is tempting for me, as an  
Anglican, to feel smug that Roman  
Catholics seem to have a propen-  
sity for crime (just as, some years  
back, I could feel smug when told  
that Calvinists, in Scotland, seemed  
to have a propensity for alcohol-  
ism).

But before we leap to too many conclusions, based on whatever particular kind of religion we happen to hold, would it not be better to try to cross-check, from statistics in other countries, whether those concerned "became criminals because they were Roman Catholics" or "became Catholics because they were criminals" or "became Catholics because they shared some other mutual characteristic"? For example: an exceptionally high proportion of English Roman Catholics are of Irish extraction, and Celts in general lack respect for Anglo-American laws and customs. There are other possible explanations, too; but I cite this example because one can see at once that it would not show up in any official statistics since the new "Roman Catholics" admitted with Irish blood are actually Irish citizens.

Yours faithfully,  
GILES HUNT,  
Preston Vicarage,  
Preston, Lancs.  
Faversham,  
Kent.

October 7.

**Wagnerian ring**  
From Mr Edward Horton  
Sir, Bernard Loebe has either gone mad or bad. There is, if you are prepared to indulge him, no reason why he should not pay a meagreish tribute to an obscure American

channel (October 21, but in the  
the personal friend as a  
a machine gun to attack the heli-  
goblins of the left: is crass; and it  
steers him into the sort of intel-  
lectual dishonesty and demagoguery he  
is prone to employ.

The words may have a fine ring  
to them, but just what are three  
"millions who are taught that the  
country is a chicken in a free  
country is to hate it, and the second  
to work towards the destruction  
of its freedom?" This is not decent  
heroic. It is ranting. Until now I  
had thought Tony Benn's the most  
sensible of the left in Britain, but  
now I'm not so sure. Still, I suppose  
that even if the words of the  
of Lenin can take comfort in the  
certainty that his great hero Wagner  
would applaud such irrationality.

Yours sincerely,  
EDWARD BORTOL  
Cottage,  
Woolstone,  
Oxfordshire.  
October 5.

**West Indies papers**  
 From Dr Howard Templer  
 Sir, As someone currently working  
 in the field of British-West Indian  
 relations I can see no reason why  
 these papers should not be held to  
 the University of the West Indies.  
 On the other hand, I do urge that  
 a photographic copy be kept in a  
 suitable repository in this country.  
 As it happens very few scholars  
 are actually been aware of the  
 existence of these papers. It would  
 be an agreeable outcome if, as a  
 result of this transaction, they  
 became more readily accessible to  
 scholars here and in the West  
 Indies.  
 Yours faithfully,  
 HOWARD TEMPLER,  
 University of St. Vincent,  
 School of English and American  
 Studies,  
 University Plain, Norwich.











## MANAGEMENT

Edited by Andrew Goodrick-Clarke

## LETTERS TO THE EDITOR

## Now that the crutches have fallen away...

We open a debate this week on the merits or otherwise of British marketing. The question put to three experts was "Are the British bad at marketing and, if so, has this been an important cause of our poor industrial performance since the last war?" Their views, which we shall publish during the next three weeks are revealing. So is the story of a major marketing success by a British company which will be part of the series. This week Adrienne Gleeson introduces the debate with a consumer's view while Eric Morgan (right), managing director of British-American Cosmetics, suggests that British marketing suffers from some fundamental weaknesses.



now in dire straits, which has not merely subcontracted all sales and servicing on one of its product ranges, but has also ensured that only its subcontractor can buy the spare parts.

But, though such experiences suggest that there are still plenty of British companies in which making comes first, selling comes second and satisfying the customer comes a long way after that, it is fair to say the whole of British industry with the same brush?

Some British industries have always been intensely aware of their customers' requirements, though they have tended to be those operating in the competitive domestic market (soap powder, insurance, food, etc.). It is a serious problem for the world-wide exporters. Others have become acutely conscious of their customers' requirements over the past two decades (construction companies, furniture manufacturers, book publishers) and others recently still (British Rail).

It is so far as companies have become more sensitive to their customers' needs it has been in response to increased competition; and for many British industries competition has not been a serious problem until quite recently. It was not until the early fifties that rationing was abolished in Britain; it was not until the late fifties that restrictive practices legislation was introduced; and it was not until the sixties that resale price maintenance became illegal.

For most of the sixties and the early seventies Britain enjoyed a series of economic booms which helped to shield its companies. Abroad there had been the Empire and the English language—crutches to the weak as well as springboards to the strong.

Now that the crutches have fallen away, the questions we are asking are these: are the British capable of identifying what people want? Can they make and sell it at a price that people are prepared to pay? Because, if not, we must as well resign ourselves to continuing economic decline.

Appeals to Quality and Country are not likely to induce the British to buy what they do not want. And they certainly will not work with the rest of the world.

Eric Morgan

## Britain will share in work on nuclear reactor

From Mr R. W. Skelcher, Sir, Contrary to the statement made by C. A. Haron (October 7) there is no proposal to build a fast breeder reactor at Sellafield. What the CEGB has said is that it intends to seek permission to build a pressurised water reactor on that site. There is, of course, an enormous difference between these two reactor systems.

Speaking personally, I have some sympathy with Mr Haron's argument and I am saddened by the fact that this country, which two decades ago, led the world in the peaceful application of the nuclear power, should now have to go abroad to buy its reactor systems. It would make an interesting study to inquire how this decline has come about.

However, this is not for the CEGB, whose task is to provide the "consumer" with a cheap and reliable source of electricity. It is clear from the fact that so many other countries have chosen to build FWRs that they may have advantages which the CEGB cannot afford to neglect.

Even if Sizewell B is built from a Washington House Plant design not all the work will go to America. Indeed, the construction will be carried out by British labour. British firms will supply a large part of the peripheral equipment.

## Indonesia's textile exports to Britain

From Mr Anthony D. R. Holland, Sir, It would appear that Mr Mabey (October 5) has swallowed current Indonesian propaganda hook, line and sinker. The bulk of policy export contracts must be high on unfavourable in these difficult times.

Let me explain the facts. Since the independence of the island of Indonesia, she has never had a traditional textile seller in Britain. Indonesia's main trading links in Europe are with Holland for obvious reasons. It is only since the introduction of the multi-fibre arrangement that Indonesia has sought to replace our traditional trading partners, many of whom also have trade deficits with the United Kingdom. Imagine how they would feel if Britain were suddenly to accord Indonesia special favours.

There are many in the textile trade who think the 1980

as well as major items, the turbines and alternators, is perhaps too early to what proportion of it cost will be spent abroad. It will certainly not be a major part.

As far as siting the new reactor, the Ministry of the Environment is concerned only comment that the "A" station seems to have caused little inconvenience to our feathered friends, even have encouraged them.

Yours faithfully, B. W. SKELCHER, FWR Technical Officer, Central Electricity Generating Board, South Eastern Region, Shefford Power Station, Near Leiston, Suffolk, IP16 4UE, October 8.

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## Buy British appeal

From Mr J. C. Burns, Sir, Sir Michael Edwar British Leyland are urgently pleading with the public to buy British goods.

It was reported in the industrial that one of the reasons sales manager had missed was that he had back £250,000 worth of stock. I think I should explain the reason. I think NCB controls awarded and who them. Yours faithfully, J. C. BURNS, Chairman, Wills 533 Ley Street, Ilford, Essex, IG2 7RE.

## Book-loving snail

From Master James Sir, Reading Mr Harvey MP's letter (10) reminded me of an experience at my first couple of years ago, book into school: overnight next to where we kept (three the morning I discovered it had escaped: part of the cover of the book had been eaten. The title? It did read Snails and Ladybirds and I was reading it. Yours faithfully, JAMES WILLIAMS (aged 9), 76 Derrings Road, Reigate, Surrey.

## EEC consumer representatives

From Miss Ann Davison, Sir, While your Business Diary comment of September 19 was right to point out the discrepancy both in resources and numbers between consumer representatives and their business counterparts, it would be a pity if readers were to gain the impression that volunteers like Anne Thomas receive little or no organisational support for their important work.

On EEC matters, such as the proposed legislation on the European trade mark, it falls to the CECC (Consumers in the European Community Group) to coordinate the work of the United Kingdom consumer movement and to provide whatever training and administrative help is possible for volunteers representing

United Kingdom consumers on EEC committees. In this case, because of the technical nature of trade mark legislation, we have not yet an expert working party, which includes lawyers to advise Mrs Thomas in her work for consumers.

Twelve member organisations, sit on the CECC. Which ever initially provides the nomination, the CECC members, working for consumer interests in the EEC receive help from the group as a whole. Yours sincerely, ANN DAVISON, Secretary, Consumers in the European Community Group (UK), 29 Queen Anne's Gate, London SW1E 9BU.

"The British" are not bad at marketing—some Britons are. British consumer goods companies, are generally more skilful in the marketplace than their European rivals and the best British firms are the equal of anything found in America.

There are reasons for this, including the fact that many marketing executives in Britain were educated in American companies. Even more important, however, is the effect of competition: consumer goods companies have not just noticed that the world is hard—they have always had to fight for their lives.

Sickly consumer goods companies simply die off like Spartan babies exposed to the chill winds of professional competition. Heavy industrial companies in Britain have not had the same experience and, for the most part, have not developed the same resilience. For many years they have lived cosily with few competitors, in a protected environment, able to survive in spite of poor design, poor service and unprofessional attitudes.

Part of this protection has been the short-sighted comfort of a soft currency. This works in two ways: it allows you to sell overseas at your normal prices in the local currency and so you

bring home more pounds sterling with which to protect profits while paying for inefficiency and low productivity in the British factory and/or it enables you to sell poor quality goods and give poor service because your goods are so cheap that the overseas buyer cannot resist them.

Such protection is dangerous because these mechanisms do not go on working indefinitely. Eventually, the inefficiencies produce such cost increases that the goods can no longer compete on price. Meanwhile, the products and services have become rusty as well as cheap and are now doing nothing left to recommend them.

Years of talk about the virtues of devaluation have joined with domestic propaganda in favour of cheapness to produce a very dangerous attitude of mind in our country. Even if "cheap and nasty" may help to start to develop some export trade, it will not sustain it for long. With such a policy you are always vulnerable to a competitor who is even more desperate than you are—in who is not so charitable towards his work people. Moreover, you teach everyone a sloppy, bargain basement attitude of mind in which it becomes acceptable to cut corners, to break promises and to suffer shoddy goods and services without complaint. Perhaps this represents a

charmingly tolerant way to live a life of low pressure, but it is not efficient; it soon leads to discontent and to all the pressures resulting from uncompetitive economic performance.

Social attitudes in America, Germany, Switzerland and Japan are different from ours. They live with competitive pressure and consider it respectable. Most of the time their currencies have been hard or very hard.

They have had no option to export goods which were cheap, no matter how nasty they could have designed them to be. So they have taken the other approach. They add value. They concentrate on quality, reliability and service.

These cost money—but consumers are glad to pay higher prices if they get value for their money. Cheaper is not best; what matters is value. There is an added bonus in such an attitude—it produces strength in your domestic market as well as ability to compete outside your borders. If you have value to offer to your local consumer, you do not need to worry about foreign competition, nor to clamour for that other, short-sighted protection—import restrictions. You must, of course, communicate this value to your consumers by means of relevant advertising and sales promotion. The main weakness is one of

he must turn up between 9.30 am and 5 pm, Mondays to Fridays (take time off work to buy British?) and make do on a 20-minute spin down the road with a salesman in the back. In this case the agent's Italian competitors are more than arranged for a Saturday trial but turned the car over for half a day.

Then there are the failures of after-sales service, like the appliance manufacturer whose products came back from repair completely unusable, when they went away only faulty; or the large engineering group,

attitude. To correct it, the marketing concept needs to be widely embraced by British companies, particularly those in heavy industry. They are especially important to us because their potential exports represent a large total value; a few tractors or industrial machines or construction projects soon out-value millions of bottles of Scotch or toilet water or cans of beans.

It is perhaps understandable that manufacturers of mighty machines are preoccupied with their product rather than with their customers; after all, such work demands great inventiveness, advanced skills of implementation and the deployment of great quantities of money. But, however understandable it may be, the comparatively simple and lovely tasks of marketing cannot be denied. Consumers insist on being taken into consideration and, if they are not, it is easy for them to take their custom elsewhere.

The marketing concept may be over-simplified as making profit by means of repeatedly satisfying customers. Many clever people find profit boring, if not vulgar, and they have a similar attitude towards customers. Selling is seen as trivial and low class compared with invention and production. Actually, it does not matter whether this is so or not.

Ronald Pullen

to strengthen industry's launch into the microelectronic age. The 100 computers (manufactured in Britain by Research Machines of Oxford) have a wide range of software developed for use in schools. They are to be presented to the competition winners next month.

About 20 further computers are also likely to be available for distribution to schools as a result of contributions made by a very few organisations, such as BAT, Shell, the Post Office and the Institute of Electrical Engineers. The support for the scheme from industry at large, however, has been disappointing, probably largely owing to the fact that industry has not been very aware that its financial support was required.

Sydney Paulden

## Putting the bubble back into Moët

Champagne, cognac, perfumes—as a leading producer of all three luxury items, if any one company could lay claim to encapsulating *la bonne vie française* then it would surely be Moët Hennessy. Since first acquiring an interest in Parfums Christian Dior in 1968 and then merging with the Hennessy cognac business three years later, Moët has spent most of the last ten years consolidating its position in these "typically French prestige products".

But the management now finds itself something of a victim of its own success. With such a dominant position in these three markets it sees little chance of repeating the growth of the last five years, when both sales and profits have almost doubled and will be up at least another fifth this year. The search is now on in earnest to find a new engine for growth in the 1980s.

The problem is finding that fresh direction—another window to open—rather than

strict diversification. As joint vice-chairman M. Alain Chevalier delicately puts it—that will blend in with the existing "up market" activities and not degrade the image on which its past success rests.

There has been no shortage of offers to take over prestige names in jewellery, furs and hotels and it has made approaches to certain British "names". (Dunhill, Aspreys?). And perfume companies—Givency and Helena Rubinstein most recently—come on the market regularly.

But Moët rightly believes that any deeper involvement in the beauty products field would be self-defeating since it would compete directly with its own Dior and Rée ranges. As market leaders in both champagne and cognac, it believes that there is no great room for expansion there either, in spite of the recent success of cognac in the United States market where sales have doubled in the past five years.

Champagne is still the bed-

rock of the group, providing almost half of turnover, and three-fifths of profits. But, too, the last few years have only reinforced worries about the ups and downs of an agricultural-based industry.

Bad harvests in 1978 and 1980 have meant that Moët has lost the equivalent of one year's production; and rising grape prices have forced the group to set aside large reserves—161m francs (about £10m) last year alone—to cover price increases.

Wines would be a fairly natural extension of its present range of interests. But Moët has had a less than happy experience with its sparkling wine vineyards in the Napa Valley in California, which are only now moving from losses to a small profit.

In any case, wines would not suit Moët's financial objectives. In London last week Moët executives were confident that they had identified the right sort of research-based activity to produce the new phase of growth for the 1980s and will

Accordingly, the Department of Industry has bought a hundred microcomputers, each valued at £2,000, to be given to secondary schools that put forward the best ideas for using them. There have been over 660 entries for the competition. Common to almost all the entries, says Mr John Hedges, head of the Department of Industry's electronics applications division, "is the sense that the schools have been let down by society and by industry."

The entries prove that the young people of Britain could use microcomputers and processors imaginatively, but that there is a sorry lack of electronic equipment with which to pursue the interest.

"This," the DoI believes, "is one of the prime reasons why there are not the sixth formers and graduates coming forward

## Schools competing for computers

The sum of £55m of public money allocated by Mr Callaghan's Labour Government to foster an interest within British industry in the wider applications of microelectronics was, contrary to the fears of many, not acted by Mrs Thatcher. The MAP scheme (Microprocessor Applications Project) was intended to continue to increase industry's awareness of microelectronics in every sector.

However, the scheme came up against a major unforeseen ob-

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BY THE FINANCIAL EDITOR

## Underwriting the entrepreneur

he odd thing about the debate in the cabinet due on Thursday on a loan guarantee scheme for small businesses is the almost complete absence of any real public discussion which has taken place in the past.

This vacuum has arisen in spite of the fact that the general idea has been constantly in the offing ever since Mr Harold Wilson's first small business package during the last Government. The debate has never opened simply because the Opposition has never come out into the open with the exception of the Industrial and Commercial Finance Corporation's evidence to the Wilson Committee. As a result, the arguments against have emerged in a somewhat muffled form but they break down into a broadly economic and the more technical banking considerations.

The economic arguments centre on the increase in the Public Sector Borrowing Requirement implied by the scheme, some estimates, £500m which would go into the home with Government underwriting. This would both tend to depress interest rates and generally add another £100m to the management of the public sector. The obvious fact is that the guaranteed notes that involve ploughing resources into productive industry, surely serve at least to be able to compete with existing vast portfolio of Government securities.

In addition, of course, experience in other countries suggests the scheme would be profitable overall, though estimates of the rate, varying from 2 per cent to 8 per cent, are clearly a significant uncertainty. On the banking side the arguments are already now polarising into something resembling a slugging match as to whether banks can do the job or not. The arguments that they cannot centre on their parent preference for overdraft financing, all its attendant uncertainties as far as the businessman is concerned.

The banks are replying by saying they are giving higher levels of gearing these days by introducing schemes tailored to small firms, both of which have failed to address the lobbyists. Finally, of course, the scheme is the jealously guarded terrain of the manager whose position will be undermined by a centralised lending agency. In balance this debate is far from over a hurried rejection on Thursday would make sense. The present business case is now to draw in the Chancellor some form of inquiry into the matter. But, although the arguments are clearly in favour of the scheme, the final decision will probably be based on the disability attached by the Government to ability of small businesses to generate employment and that is an imponderable.

### I shares after the an-Iraq war

ilities in the Gulf have underlined just much sentiment in the oil share market changed since the early summer. A year there was no holding the stock market the aftermath of the Iranian revolution this time round investors have convinced themselves that, in spite of the potential occasion to the West's oil supplies, the crisis of Hormuz are closed, oil prices are going to jump again to provide the jolt with the profits bonanza they ended a year ago.

var between Iran and Iraq has also put it for the time being to the carefully laid of Saudi Arabia to introduce a system on-term predictable and automatic oil increases. As fighting between two of member countries continues, Opec looks fore-disarray than ever.

be arithmetic of oil supplies is such that if there were no increase in production by an Opec member to make from the losses from Iran and Iraq, stocks in the West would still be higher than normally acceptable at end of this year at well over 100 days' consumption.

The setback in demand in the West has meant that if they wanted Opec members could make up nearly all the loss from Iran and Iraq by bringing their output to the maximum levels achieved during the past two years.

Production is being increased, but security over the duration of the war, the possibility that it will spread to the Gulf states and the damage caused to oil installations has already been sufficient to put a stop to the softening of spot prices and pressure on the top quality crude producers to lower their official prices.

These are no talk any more of reduced North Sea contract prices for the fourth quarter, which presumably will be good news to the Government now in the throes of trying to interest the general public in the North Sea with the issue of oil bonds linked to production from certain offshore fields.

The new situation has, however, brought about the relative decline of the United Kingdom oil share market, which has been going on for the past three months on fears about steadily declining earnings from the two United Kingdom majors. Secondary oils, too, have come in for a more rigorous reassessment in recent months on the realization that their North Sea oil reserves are being valued much more highly than the majors.

Companies without the cheaper Saudi Arabian crude remain at a disadvantage—though smaller than it was before the Opec. The new situation has, however, brought about the relative decline of the United Kingdom oil share market, which has been going on for the past three months on fears about steadily declining earnings from the two United Kingdom majors. Secondary oils, too, have come in for a more rigorous reassessment in recent months on the realization that their North Sea oil reserves are being valued much more highly than the majors.

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While we have all been looking the other way, the international monetary system has been reformed. Not with a bang and an international agreement, it is true, but just by the pressure of events.

We have, to all intents and purposes moved off the dollar standard to a new set of arrangements in which countries have accepted the idea that they must have multi-currency reserves. The change opens up some intriguing options for further development.

Money is a medium of exchange and a store of value and to fulfil these roles we need some measuring rod to compare it against. Until 1971 that measuring rod was the dollar. The world's currencies, with very few exceptions, had a fixed parity against the dollar which their governments defended with greater or lesser conviction.

President Nixon's measures of August 1971, which ended dollar convertibility, broke up that system, but left the world with a dollar dilemma.

Although the United States currency could never again have the same certainty, the world had nothing to replace it and in the early years of floating rates most countries with exchange rate targets set them in terms of the dollar. The overwhelming majority of official reserves other than gold were held in dollars, and dollar stability was seen as the key to international currency stability. Long after it had ceased to be practical the world yearned after a dollar standard.

There is a sound reason for this, quite apart from the fact of things new. The transition to any new system is bound to be painful. If the dollar were to be supplanted in some way by an alternative reserve currency, the dollar already held by the governments of the world would become much less attractive. One of the main technical problems facing any supporter of the devaluation of the dollar has been how to protect the interests of those who have large dollar holdings. There are two ways of coping

## Stumbling into a new world monetary system

### SHARE OF NATIONAL CURRENCIES IN SPECIAL DRAWING RIGHT VALUE OF WORLD OFFICIAL RESERVES (per cent)

	1973.IV	1974.IV	1975.IV	1976.IV	1977.IV	1978.IV	1979.IV	1979.IV Excluding ECU*
US dollar	84.6	84.3	85.1	88.6	85.1	82.1	85.1	77.8
Pound sterling	7.0	6.3	5.1	2.1	1.8	1.5	1.9	2.1
Deutsche mark	5.6	6.5	6.6	7.4	8.5	10.8	10.9	11.7
French franc	1.0	1.0	1.3	1.0	0.3	1.0	0.9	1.0
Swiss franc	1.2	1.6	1.7	1.6	2.2	2.0	2.6	3.1
Netherlands-guilder	0.3	0.4	0.6	0.5	0.4	0.5	0.7	0.7
Japanese yen	—	—	0.6	0.5	1.2	2.5	3.3	3.6
ECU	—	—	—	—	—	—	14.7	—
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

\* First quarter

2 European currency units

Source: IMF Annual Report 1980.

with this problem. One is simply to let the market decide and say that if countries want to switch their reserves out of dollars into something else, whether it be gold, an international currency or some other national currency, such as the mark, they should be allowed to do so.

The disadvantage of pursuing such a course is that the huge move out of dollars on the capital account which this implies has deeply disruptive effects on world trade. The problems which this can cause were vividly exposed during the recurrent dollar weakness of the late seventies. A new factor was the existence of huge surpluses on the current account of oil rich countries such as Saudi Arabia. In the first phase, these funds flowed into the United States and were held in dollars.

But there is a difference between holding on to something which has outlived its usefulness and actually choosing to invest new money in it; and it quickly became obvious that the dollar already held by the countries to hold over 80 per cent of their reserves in devaluable dollars when only about a third of the world's trade is accounted for by the United States.

The monetary system thus faced a vicious circle. The fact that countries felt they had

more dollars than they needed made the dollar vulnerable. The fact that the dollar was vulnerable made countries want to get out of dollars.

The second solution involves a formal system. The International Monetary Fund attempted to solve the problem by means of a substitution account. But this has so far come to nothing. At its heart, the proposal involved swapping dollars in countries' reserves for obligations issued by the IMF dominated in the fund's own currency, the special drawing right (SDR).

The scheme had a double attraction. It provided a way of easing countries out of their excessive reliance on dollars and into an asset whose promotion has long been one of the prime goals of the fund. The substitution account has so far foundered on the problem of reaching any agreement about anything which bedevils the world money system. On top of that, the SDR itself has been unattractive to hold.

One reason is that as a political creation it is susceptible to political pressures. However, while all this has been going on, the reserve currency role of other monies, most notably the German mark, has grown substantially and seems set to expand more. In 1973 the dollar was twelve times as important as the mark in official reserves; at the end of

1979 it was only six times as important.

Countries have shown a positive interest in acquiring three currencies—the mark, the Swiss franc and the yen. The parities of these currencies have been traditionally reflected in the idea of allowing them to become reserve assets. In most cases they imposed strict restrictions to prevent it happening.

In spite of this, their role has grown and there has been a change in attitude.

No one is positively welcoming a reserve role, but the countries in question have come to terms with the inevitable. In part this has been because, often for the first time in many years, they have had in hand current account deficits. The German response, for example, has been to sell Deutsche mark denominated securities to Saudi Arabia, thus accepting that the mark will form part of Saudi reserves.

It is this change which has overcome the problem of an alternative to the dollar. And the existence of a number of reserve currencies means that countries no longer need to put all their eggs into one basket. The scale on which this change has occurred is not fully shown by the table, since the industrial countries in the Group of Ten have been forced to absorb a large part of their reserves in recent years, thus masking the diversification carried out by other countries. There has also been the ending of sterling's major role as a reserve currency.

But the change has now definitely arrived and with less pain than many thought inevitable. It will not, on its own, solve the problems of the world economy and it will not prevent there being some nasty wobbles over the years ahead. But we have, almost by accident, blundered into a new monetary system which should provide a more stable basis for development in the future.

David Blake

Patrick Knight

## The Gulf war—another misfortune for Brazil

San Paulo

The Iran-Iraq conflict has ended Brazil's hopes of holding its trade deficit below the \$2,000m mark this year and provided yet another twist to the country's growing financial problems.

Throughout the year there has been persistent discussion among bankers about how soon Brazil would be thrust into the arms of the International Monetary Fund. It reached a crescendo during the annual meeting of the fund in Washington earlier this month and now it does indeed seem likely that the country's leaders will have to turn to the IMF during 1981, particularly if the fund starts recycling petrodollars in a big way.

Brazil has struggled hard to pull inflation below 50 per cent and bring stable trade into balance this year, but she has failed. Exports have increased by an impressive 35 per cent in value and 15 per cent in volume, but the cost of imports, mainly oil, has risen even faster. The trade deficit has now reached \$2,400m and it cannot be reduced much before the year's end.

It had been planned to run down the country's high oil stocks by about \$1,000m worth to ease the pressure, at least psychologically. But Brazil buys 70 per cent of its oil from the Gulf and a run-down of stocks can simply mean the need to raise more money.

This year, between \$12,000m and \$14,000m had to be raised on world money markets. Next year Brazil will have to find

the same again, together with enough to cover the eventual trade deficit. Bankers here say that the money has been forthcoming this year, and that only \$3,000m has to be raised before the end of the year, but recently the country has had to pay far higher spreads than when she was the privileged darling of the banking community.

Reserves, a healthy \$10,000m at the beginning of the year, will have shrunk to half of this by the end of the year, and can hardly be reduced any further. The technical structure of the IMF managers have imposed in the past are difficult to swallow politically. During the past year tough measures have been applied to Brazil anyway, without either reducing inflation or balancing trade.

The currency was sharply devalued last December. Fiscal incentives for exporters were cut; public sector spending was curbed by 10 per cent in the middle of the year, and work on the road, the technical structure of the IMF managers have imposed in the past are difficult to swallow politically. During the past year tough measures have been applied to Brazil anyway, without either reducing inflation or balancing trade.

Credit for industrialists and consumers has been squeezed hard. Subsidies on oil products and wheat, the heaviest foreign

exchange consumers, are being removed, although this tends to increase, rather than cut, inflation in the short term. Wage increases are at lower levels than inflation.

Despite all these measures the economy will grow by about 6 per cent this year, and ministers in Brasilia dare not take steps which would cut this rate. It would be a sure recipe for social unrest, and a consequent forced return to the bad old days of political repression.

Dr Delfim Netto, the bankers' darling, has said that employment is his toughest problem. Just to keep pace with population growth, 1.5 million new jobs are needed each year and 40 per cent of the existing workforce is still chronically underemployed.

The reason why bankers take a fairly sanguine view of the medium term is that tremendous efforts have been made to hold imports steady. Oil imports have not risen this year; home production has risen, and the substitution of alcohol, coal and hydroelectricity for oil is growing.

Several new mineral exportings, and import substitution

projects are nearing completion, while food exports have been up in volume this year. Except for sugar, earnings have been hit by low world prices, but next year should be better.

Most economic managers predict that the corner will be turned next year, although if projects are held up too much this will be delayed. It is forecast that exports will be significantly up again, inflation will fall (as it is at last beginning to do) and the oil bill will be held steady.

This is the joker of the pack, of course. Try as she will, Brazil still has to import \$2,000m of oil a day and will continue to do so for the foreseeable future.

However, as Brazilians point out with some irony, the bankers need Brazil at least as much as Brazil needs them. There is a limit to how much a country suddenly being abandoned to its fate. The world's monetary system could not stand the jolt.

The sums involved are far too large, and although in a weaker position than previously, Brazil, as the third world's largest creditor, can still call many of the tunes.

## The North steps up its links with the 'Nordic Five'

### Industry in the regions

A new initiative designed to lead to increased trade between the northern half of the United Kingdom and Scandinavia and eventually, it is hoped, to new factories and new jobs in depressed areas is already showing signs of success.

The Nordic Business Forum for Northern Britain (NBNB) was formed in March this year and already has 200 members. They come from industry, commerce, financial institutions and regional and local government; and a healthy number of companies from Norway, Sweden, Denmark, Finland and Iceland—the Nordic Five—are represented.

The idea originated from discussions between the Nordic Councils in the North-east and a small local committee. The area covered stretches north of a line drawn from the Mersey to the Humber, including Scotland, the Orkneys and Shetlands, Northern Ireland and Isle of Man. The population, some 2,500,000 people, is, by chance, roughly the same as that of the five Nordic countries, which totals just under 23 million.

The aim of the new organization is "to encourage the greater flow of trade between Northern Britain and Scandinavia because many areas of the North already have strong trading links with the Nordic countries and direct sea and air services to support these links. There are also strong cultural and historical links between Northern Britain and Scandinavia. Mr Kenneth Robinson, spokesman for the NBNB and, for that matter, the Tyne and Wear County Council, points out: "The aim is to seek out and maximize trading opportunities within the area as a consumer of the developments which are taking place within the heartland of continental Europe or what is now known as the golden triangle."

Richard Evans

Mr Robinson added: "It is also to encourage forward investment from Scandinavia. From the Scandinavian point of view investment in Northern Britain can help to offset the concentration of economic resources in Europe which is the long-term detriment of all Scandinavian countries."

The interest of the Scandinavians is thus established. Norway and Sweden are associate members of the EEC and Denmark is a full member. Finland and Iceland are well outside, so a foothold in Europe is important to them. It is perhaps not surprising that the City of Gothenburg was the first Scandinavian member to join the organization.

Mr Robinson commented: "It was agreed we would work to establish a simple method of contact between businessmen in the foreign countries with Northern Britain so that it would provide a regularly available contact point for firms from Scandinavia who are considering investment in Northern Britain."

In 1979, British imports from Norway were worth £132m, of which £55.5m was attributable to oil and gas. In the same year, Britain sold goods to Norway worth £76.8m, of which £210m was for oil and gas. Besides this, there was invisible trade between the two countries worth about £500m. The five Nordic countries together represented £3,700m of trade for Britain last year, or 9 per cent of Britain's entire world trade.

It is a measure of the importance in which Tyne-side holds the Scandinavian coun-

tries that local authorities are going to continue to subsidize the Scandinavian shipping lines. In 1975 the Olsen-Bergen line threatened to pull out of the Tyne and concentrate its services on Hull. That would have meant a port of unemployment for a large number of people depended on both passengers and cargo for its livelihood. Tyne and Wear County Council, along with North Tyneside Metropolitan District Council, regional and local government, agreed to subsidize the Olsen-Bergen line, under which it would subsidize sailings to the Tyne. The main part of the financial package was to promote the North-east in Norway and to make some contribution to port dues.

There was great criticism at the time that passengers were subsidizing profitable shipping lines, but this has waned in the light of the fact that tourists from Scandinavia using the line spend up to £14m a year in Britain.

In fact a new contract with Olsen-Bergen is shortly to be announced, while the Danish DFDS line, which calls at Sweden before crossing to the Tyne, has already secured a subsidy agreement with the Tyne-side local authorities. Mr Robinson said that the subsidy cost Tyne and Wear County Council about £110 a passenger and was considered the best investment the county council had made in years.

The days when thousands of Scandinavian passengers descended upon Marks and Spencer and other stores have passed. Now the various Scandinavian governments have imposed import controls on goods bought on Tyne-side and with the emergence of the strong pound overseas but the two-way trade is still regarded as well worth nurturing.

Ronald Kershaw

## Business Diary profile: Arbitration Sir John

appointment of Professor John Wood to succeed Dr Hugh Clegg as chairman of the standing commission on comparability brings the light to bear on a man who is one of the most influential practitioners of industrial relations and yet one of least known of public figures.

John's job at what is, and as will be known as, the Commission is to wind that body in line with the Minister's wishes. It will be the Wood Commission, and indeed is only to have been even had John's brief been to keep commission going.

is a barrister and an amiable, neither breed known to reticence, but Sir John is a most self-effacing of men. Not even in *Who's Who*, though he was approached by publishers. "Why should he be in *Who's Who*?" he is.

Attempts to extract personal details are side-stepped and he rap out: "Fifty-two, two ren, married." His personal are put reluctantly, but are strong and clear.

John's main role to public although few would know his part-time chairman of the Central Relations Committee (CAC), is to this committee the much more glamorous better known Advisory, Arbitration and Conciliation (AAC) refers its cases.

He was at great pains, in an interview, to stress that the Commission is not a body to be feared, but a body to be used. He said that the Commission is not a body to be feared, but a body to be used. He said that the Commission is not a body to be feared, but a body to be used.

Arbitration, Sir John says, differs from the courts in that it is far easier to arbitration to remove from the parties only such of their rights or powers as are necessary to solve the problem.

"If you go to a court with a contract you get a judgment and both sides may be unhappy about it, but you get the judgment and the judge says that is what it is. Hands off down and goes off to do something else."

One who counsel followed another and by the late Sir John had a reputation in which he was a respected commercial lawyer, who teaches at the university in his native Sheffield. He has held the chair of law since 1969.

Sir John's entry into public life came purely by chance. He was asked to be the third independent member of a wages council because he knew the second independent member. Previously, he had been teaching law and practising at the bar in Manchester.



Wood, the name, Arbitration his game: Professor Sir John Wood, chairman of the Central Arbitration Committee.

Although one colleague labels Sir John a "workaholic", the solving of other people's problems over the years has not stopped him from being a regular spectator on the terraces of Leeds, Reading, and the division Huddersfield Town.

This combination of professional ability and love of football has gone rather unnoticed. After a report into the game by the CAC he became in 1975 the independent chair-







## Uncertainty plagues tanker trade

## Freight

up for up to 90 days' storage at rates—between \$12,500 and \$13,250 a day.

It is difficult to judge how low rates will slip, although some brokers feel they have now reached their lowest point. The rest of the market continues unchanged to any significant degree. Indonesians experienced an active week and the Caribbean recorded some improved rates, but the Mediterranean was stable.

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Also made known last week was the fact that Russia has purchased 7.7 million tonnes out of a possible 8 million tonnes of grain it is allowed to buy under its five-year deal with the United States. This amount is for shipment during this month.

**David Robinson**

However, prices of seasoned issues rose by one to two points over the week, indicating that dealers and investors were keen on adding to their holdings, or at least covering short positions.

## Euromarkets

this has been denied by Mr. Osorio. There is a legal agreement to dissolve Pancafé, he said. But, Pancafé could be reactivated at any time if the need arises.

This concurs with the opin-

The teeth of the new agreement are the export quotas. As Mr. Alexandre F. Beltrami, executive director of the ICO, said: "Quotas are one leg of the agreement. The really important problem is to arrive at a sound production strategy which prevents excess supplies or shortages. The other side is price stability for consumers." In the short term, quotas were necessary, he said.

Not surprisingly, Mr Octavio Rainho, president of the Brazilian Coffee Institute, agreed readily to the liquidation of Pancafe because it had served its useful purpose. Export quotas might be more effective within the terms of a new ICA to support prices rather than the independent action of Arabica producers.

for bank loans in November and December could exert further upward pressure on interest rates. He cautions that purchases should be made only on weakness.

"Short-term bonds are attractive at yields of 13 per cent or better (a two to three point drop from current levels) and long-term bonds at 13 1/2

Osorio, Colombian permanent delegate to the International Coffee Organization (ICO), said. But will it work? Will the new terms be effective in supporting the price in the market?

As has been indicated on the London Terminal Market, prices should tend to flatten out in the short term spreading just below £1,100 a tonne within the tight narrow band equivalents of the new agreement.

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[illegible][illegible]

STRAIGHT DRY			
		Price	Yield
Seasw 9 83 ..	..	94 1/2	12.16
Australia 8 83 ..	..	94 1/2	11.91
SECF 9 83 ..	..	93 1/2	13.12
Swedish 8 83 ..	..	93 1/2	12.16
WFCF 8 1/2 83 ..	..	92 1/2	12.10
Norway 8 1/2 83 ..	..	92 1/2	12.13
WFCF 8 1/2 83 ..	..	92 1/2	12.16
New Zealand 8 1/2 83	..	92 1/2	11.94
Canada 8 1/2 83 ..	..	91 1/2	12.45
WFCF 8 1/2 83 ..	..	91 1/2	12.48
Sweden 9 1/2 84 ..	..	92 1/2	12.38
OMAG 11 84 ..	..	96 1/2	12.51
Swedish 11 84 ..	..	93 1/2	12.58
Rayline 11 1/2 85 ..	..	94 1/2	12.20
IBM 10 1/2 85 ..	..	94 1/2	12.51
WFCF 10 1/2 85 ..	..	94 1/2	12.65
Australia 9 1/2 86 ..	..	92 1/2	12.04
Midland 9 1/2 86 ..	..	89 1/2	12.16
WFCF 9 1/2 86 ..	..	91 1/2	12.17
Capricornia 10 1/2 87 ..	..	92 1/2	12.16
WFCF 10 1/2 87 ..	..	92 1/2	12.16
WFCF 10 1/2 88 ..	..	93 1/2	12.20
WFCF 10 1/2 89 ..	..	93 1/2	12.20
WFCF 10 1/2 90 ..	..	93 1/2	12.20
WFCF 10 1/2 91 ..	..	93 1/2	12.20
WFCF 10 1/2 92 ..	..	93 1/2	12.20
WFCF 10 1/2 93 ..	..	93 1/2	12.20
WFCF 10 1/2 94 ..	..	93 1/2	12.20
WFCF 10 1/2 95 ..	..	93 1/2	12.20
WFCF 10 1/2 96 ..	..	93 1/2	12.20
WFCF 10 1/2 97 ..	..	93 1/2	12.20

[illegible]

quota system of the International Coffee Agreement which became effective on October 1.

Once the adjustments have been made and the necessary allocations to bona fide customers allowed for, the market will return to a period of guesswork on whether the African countries and the Coffee Organization (OAMCAF) will boycott the agreement. Ecuador and Papua New Guinea are also unhappy.

During this time, the trade is unlikely to use the market as a hedge, despite the rush last week for prompt and afloat supplies immediately after the announcement was announced. Speculators are unlikely to participate during such uncertainty.

OAMCAF, under the leadership of the Ivory Coast, has issued a strong protest to the International Coffee Organization against the export quotas. It is also saying there is something wrong about the issue might be brought before the United Nations Organization, under whose auspices the agreement functions.

But the International Coffee Organization has made it clear that the new agreement was passed with a two-thirds

The quotas are related to a price range of 115 to 155 cents per pound. Quotas below the bottom end of the range, quotas will be cut and if they go through the ceiling then quotas will be suspended.

Although the total quota is above world consumption, a minimum of between 53 and 55 million bags of the annual quota is divided on a quarterly basis permitting the release of 97.6 per cent, with the final 2.4 per cent being released if the 20-day moving average price falls below 135 cents a pound.

Further cuts are allowed in the export quotas if the price falls below 120 cents and price rises above 145 cents, up to 115 cents. Similarly, the quotas will be increased as the price moves up to the ceiling of 155 cents. If the price range until they are suspended at 155 cents a pound.

A major factor in the acceptance of the new ICA has been the agreed dissolution, in collaboration with the United States, of Panacaf, the Latin American producers' sell-in consortium. While some believe that Panacaf will be liquidated under an independent auditor,

the two-thirds majority required.

Efforts by Mr Beltrao to formulate a more effective agreement with a pyramid structure of prices and export plus terms for a buffer stock were rejected by the council. This is unfortunate, because it would have given the new agreement more effective teeth to achieve exactly what both for the consumer and producer.

Meanwhile, the evidence of declining consumption is confirmed by Gordon Paton in New York. Roastings in the United States from January 1 to September 20 have declined to 11,70,000 tons in bags compared with 12,390,000 in the same period last year. Despite some signs of improvement in consumption in the United Kingdom, for example, roastings in consumer countries are well stocked and there seems to be little demand to meet any large winter offtake.

So the reaction to the new ICA remains confused with fears that it might go the same way as other international agreements in modern times despite the efforts of the International Coffee Organization.

Sean Conway

Company Name	Assets	Liabilities	Equity	Income	Expenses	Net Income	Dividends	Other
1. American Mutual Life Insurance Co.	100,000,000	50,000,000	50,000,000	1,000,000	500,000	500,000	250,000	250,000
2. New York Life Insurance Co.	200,000,000	100,000,000	100,000,000	2,000,000	1,000,000	1,000,000	500,000	500,000
3. Prudential Insurance Co.	300,000,000	150,000,000	150,000,000	3,000,000	1,500,000	1,500,000	750,000	750,000
4. MetLife Insurance Co.	400,000,000	200,000,000	200,000,000	4,000,000	2,000,000	2,000,000	1,000,000	1,000,000
5. Sun Life of Canada	500,000,000	250,000,000	250,000,000	5,000,000	2,500,000	2,500,000	1,250,000	1,250,000
6. Royal Canadian Mounted Police	600,000,000	300,000,000	300,000,000	6,000,000	3,000,000	3,000,000	1,500,000	1,500,000
7. Canadian Imperial Bank of Commerce	700,000,000	350,000,000	350,000,000	7,000,000	3,500,000	3,500,000	1,750,000	1,750,000
8. Bank of Montreal	800,000,000	400,000,000	400,000,000	8,000,000	4,000,000	4,000,000	2,000,000	2,000,000
9. Bank of Toronto	900,000,000	450,000,000	450,000,000	9,000,000	4,500,000	4,500,000	2,250,000	2,250,000
10. Bank of Nova Scotia	1,000,000,000	500,000,000	500,000,000	10,000,000	5,000,000	5,000,000	2,500,000	2,500,000
11. Bank of New Brunswick	1,100,000,000	550,000,000	550,000,000	11,000,000	5,500,000	5,500,000	2,750,000	2,750,000
12. Bank of New South Wales	1,200,000,000	600,000,000	600,000,000	12,000,000	6,000,000	6,000,000	3,000,000	3,000,000
13. Bank of New Zealand	1,300,000,000	650,000,000	650,000,000	13,000,000	6,500,000	6,500,000	3,250,000	3,250,000
14. Bank of New Guinea	1,400,000,000	700,000,000	700,000,000	14,000,000	7,000,000	7,000,000	3,500,000	3,500,000
15. Bank of New Caledonia	1,500,000,000	750,000,000	750,000,000	15,000,000	7,500,000	7,500,000	3,750,000	3,750,000
16. Bank of New Hebrides	1,600,000,000	800,000,000	800,000,000	16,000,000	8,000,000	8,000,000	4,000,000	4,000,000
17. Bank of New Guinea & Borneo	1,700,000,000	850,000,000	850,000,000	17,000,000	8,500,000	8,500,000	4,250,000	4,250,000
18. Bank of New Guinea & New Guinea	1,800,000,000	900,000,000	900,000,000	18,000,000	9,000,000	9,000,000	4,500,000	4,500,000
19. Bank of New Guinea & New Guinea	1,900,000,000	950,000,000	950,000,000	19,000,000	9,500,000	9,500,000	4,750,000	4,750,000
20. Bank of New Guinea & New Guinea	2,000,000,000	1,000,000,000	1,000,000,000	20,000,000	10,000,000	10,000,000	5,000,000	5,000,000
21. Bank of New Guinea & New Guinea	2,100,000,000	1,050,000,000	1,050,000,000	21,000,000	10,500,000	10,500,000	5,250,000	5,250,000
22. Bank of New Guinea & New Guinea	2,200,000,000	1,100,000,000	1,100,000,000	22,000,000	11,000,000	11,000,000	5,500,000	5,500,000
23. Bank of New Guinea & New Guinea	2,300,000,000	1,150,000,000	1,150,000,000	23,000,000	11,500,000	11,500,000	5,750,000	5,750,000
24. Bank of New Guinea & New Guinea	2,400,000,000	1,200,000,000	1,200,000,000	24,000,000	12,000,000	12,000,000	6,000,000	6,000,000
25. Bank of New Guinea & New Guinea	2,500,000,000	1,250,000,000	1,250,000,000	25,000,000	12,500,000	12,500,000	6,250,000	6,250,000
26. Bank of New Guinea & New Guinea	2,600,000,000	1,300,000,000	1,300,000,000	26,000,000	13,000,000	13,000,000	6,500,000	6,500,000
27. Bank of New Guinea & New Guinea	2,700,000,000	1,350,000,000	1,350,000,000	27,000,000	13,500,000	13,500,000	6,750,000	6,750,000
28. Bank of New Guinea & New Guinea	2,800,000,000	1,400,000,000	1,400,000,000	28,000,000	14,000,000	14,000,000	7,000,000	7,000,000
29. Bank of New Guinea & New Guinea	2,900,000,000	1,450,000,000	1,450,000,000	29,000,000	14,500,000	14,500,000	7,250,000	7,250,000
30. Bank of New Guinea & New Guinea	3,000,000,000	1,500,000,000	1,500,000,000	30,000,000	15,000,000	15,000,000	7,500,000	7,500,000
31. Bank of New Guinea & New Guinea	3,100,000,000	1,550,000,000	1,550,000,000	31,000,000	15,500,000	15,500,000	7,750,000	7,750,000
32. Bank of New Guinea & New Guinea	3,200,000,000	1,600,000,000	1,600,000,000	32,000,000	16,000,000	16,000,000	8,000,000	8,000,000
33. Bank of New Guinea & New Guinea	3,300,000,000	1,650,000,000	1,650,000,000	33,000,000	16,500,000	16,500,000	8,250,000	8,250,000
34. Bank of New Guinea & New Guinea	3,400,000,000	1,700,000,000	1,700,000,000	34,000,000	17,000,000	17,000,000	8,500,000	8,500,000
35. Bank of New Guinea & New Guinea	3,500,000,000	1,750,000,000	1,750,000,000	35,000,000	17,500,000	17,500,000	8,750,000	8,750,000
36. Bank of New Guinea & New Guinea	3,600,000,000	1,800,000,000	1,800,000,000	36,000,000	18,000,000	18,000,000	9,000,000	9,000,000
37. Bank of New Guinea & New Guinea	3,700,000,000	1,850,000,000	1,850,000,000	37,000,000	18,500,000	18,500,000	9,250,000	9,250,000
38. Bank of New Guinea & New Guinea	3,800,000,000	1,900,000,000	1,900,000,000	38,000,000	19,000,000	19,000,000	9,500,000	9,500,000
39. Bank of New Guinea & New Guinea	3,900,000,000	1,950,000,000	1,950,000,000	39,000,000	19,500,000	19,500,000	9,750,000	9,750,000
40. Bank of New Guinea & New Guinea	4,000,000,000	2,000,000,000	2,000,000,000	40,000,000	20,000,000	20,000,000	10,000,000	10,000,000
41. Bank of New Guinea & New Guinea	4,100,000,000	2,050,000,000	2,050,000,000	41,000,000	20,500,000	20,500,000	10,250,000	10,250,000
42. Bank of New Guinea & New Guinea	4,200,000,000	2,100,000,000	2,100,000,000	42,000,000	21,000,000	21,000,000	10,500,000	10,500,000
43. Bank of New Guinea & New Guinea	4,300,000,000	2,150,000,000	2,150,000,000	43,000,000	21,500,000	21,500,000	10,750,000	10,750,000
44. Bank of New Guinea & New Guinea	4,400,000,000	2,200,000,000	2,200,000,000	44,000,000	22,000,000	22,000,000	11,000,000	11,000,000
45. Bank of New Guinea & New Guinea	4,500,000,000	2,250,000,000	2,250,000,000	45,000,000	22,500,000	22,500,000	11,250,000	11,250,000
46. Bank of New Guinea & New Guinea	4,600,000,000	2,300,000,000	2,300,000,000	46,000,000	23,000,000	23,000,000	11,500,000	11,500,000
47. Bank of New Guinea & New Guinea	4,700,000,000	2,350,000,000	2,350,000,000	47,000,000	23,500,000	23,500,000	11,750,000	11,750,000
48. Bank of New Guinea & New Guinea	4,800,000,000	2,400,000,000	2,400,000,000	48,000,000	24,000,000	24,000,000	12,000,000	12,000,000
49. Bank of New Guinea & New Guinea	4,900,000,000	2,450,000,000	2,450,000,000	49,000,000	24,500,000	24,500,000	12,250,000	12,250,000
50. Bank of New Guinea & New Guinea	5,000,000,000	2,500,000,000	2,500,000,000	50,000,000	25,000,000	25,000,000	12,500,000	12,500,000
51. Bank of New Guinea & New Guinea	5,100,000,000	2,550,000,000	2,550,000,000	51,000,000	25,500,000	25,500,000	12,750,000	12,750,000
52. Bank of New Guinea & New Guinea	5,200,000,000	2,600,000,000	2,600,000,000	52,000,000	26,000,000	26,000,000	13,000,000	13,000,000
53. Bank of New Guinea & New Guinea	5,300,000,000	2,650,000,000	2,650,000,000	53,000,000	26,500,000	26,500,000	13,250,000	13,250,000
54. Bank of New Guinea & New Guinea	5,400,000,000	2,700,000,000	2,700,000,000	54,000,000	27,000,000	27,000,000	13,500,000	13,500,000
55. Bank of New Guinea & New Guinea	5,500,000,000	2,750,000,000	2,750,000,000	55,000,000	27,500,000	27,500,000	13,750,000	13,750,000
56. Bank of New Guinea & New Guinea	5,600,000,000	2,800,000,000	2,800,000,000	56,000,000	28,000,000	28,000,000	14,000,000	14,000,000
57. Bank of New Guinea & New Guinea	5,700,000,000	2,850,000,000	2,850,000,000	57,000,000	28,500,000	28,500,000	14,250,000	14,250,000
58. Bank of New Guinea & New Guinea	5,800,000,000	2,900,000,000	2,900,000,000	58,000,000	29,000,000	29,000,000	14,500,000	14,500,000
59. Bank of New Guinea & New Guinea	5,900,000,000	2,950,000,000	2,950,000,000	59,000,000	29,500,000	29,500,000	14,750,000	14,750,000
60. Bank of New Guinea & New Guinea	6,000,000,000	3,000,000,000	3,000,000,000	60,000,000	30,000,000	30,000,000	15,000,000	15,000,000
61. Bank of New Guinea & New Guinea	6,100,000,000	3,050,000,000	3,050,000,000	61,000,000	30,500,000	30,500,000	15,250,000	15,250,000
62. Bank of New Guinea & New Guinea	6,200,000,000	3,100,000,000	3,100,000,000	62,000,000	31,000,000	31,000,000	15,500,000	15,500,000
63. Bank of New Guinea & New Guinea	6,300,000,000	3,150,000,000	3,150,000,000	63,000,000	31,500,000	31,500,000	15,750,000	15,750,000
64. Bank of New Guinea & New Guinea	6,400,000,000	3,200,000,000	3,200,000,000	64,000,000	32,000,000	32,000,000	16,000,000	16,000,000
65. Bank of New Guinea & New Guinea	6,500,000,000	3,250,000,000	3,250,000,000	65,000,000	32,500,000	32,500,000	16,250,000	16,250,000
66. Bank of New Guinea & New Guinea	6,600,000,000	3,300,000,000	3,300,000,000	66,000,000	33,000,000	33,000,000	16,500,000	16,500,000
67. Bank of New Guinea & New Guinea	6,700,000,000	3,350,000,000	3,350,000,000	67,000,000	33,500,000	33,500,000	16,750,000	16,750,000
68. Bank of New Guinea & New Guinea	6,800,000,000	3,400,000,000	3,400,000,000	68,000,000	34,000,000	34,000,000	17,000,000	17,000,000
69. Bank of New Guinea & New Guinea	6,900,000,000	3,450,000,000	3,450,000,000	69,000,000	34,500,000	34,500,000	17,250,000	17,250,000
70. Bank of New Guinea & New Guinea	7,000,000,000	3,500,000,000	3,500,000,000	70,000,000	35,000,000	35,000,000	17,500,000	17,500,000
71. Bank of New Guinea & New Guinea	7,100,000,000	3,550,000,000	3,550,000,000	71,000,000	35,500,000	35,500,000	17,750,000	17,750,000
72. Bank of New Guinea & New Guinea	7,200,000,000	3,600,000,000	3,600,000,000	72,000,000	36,000,000	36,000,000	18,000,000	18,000,000
73. Bank of New Guinea & New Guinea	7,300,000,000	3,650,000,000	3,650,000,000	73,000,000	36,500,000	36,500,000	18,250,000	18,250,000
74. Bank of New Guinea & New Guinea	7,400,000,000	3,700,000,000	3,700,000,000	74,000,000	37,000,000	37,000,000	18,500,000	18,500,000
75. Bank of New Guinea & New Guinea	7,500,000,000	3,750,000,000	3,750,000,000	75,000,000	37,500,000	37,500,000	18,750,000	18,750,000
76. Bank of New Guinea & New Guinea	7,600,000,000	3,800,000,000	3,800,000,000	76,000,000	38,000,000	38,000,000	19,000,000	19,000,000
77. Bank of New Guinea & New Guinea	7,700,000,000	3,850,000,000	3,850,000,000	77,000,000	38,500,000	38,500,000	19,250,000	19,250,000
78. Bank of New Guinea & New Guinea	7,800,000,000	3,900,000,000	3,900,000,000	78,000,000	39,000,000	39,000,000	19,500,000	19,500,000
79. Bank of New Guinea & New Guinea	7,900,000,000	3,950,000,000	3,950,000,000	79,000,000	39,500,000	39,500,000	19,750,000	19,750,000
80. Bank of New Guinea & New Guinea	8,000,000,000	4,000,000,000	4,000,000,000	80,000,000	40,000,000	40,000,000	20,000,000	20,000,000
81. Bank of New Guinea & New Guinea	8,100,000,000	4,050,000,000	4,050,000,000	81,000,000	40,500,000	40,500,000	20,250,000	20,250,000
82. Bank of New Guinea & New Guinea	8,200,000,000	4,100,000,000	4,100,000,000	82,000,000	41,000,000	41,000,000	20,500,000	20,500,000
83. Bank of New Guinea & New Guinea	8,300,000,000	4,150,000,000	4,150,000,000	83,000,000	41,500,000	41,500,000	20,750,000	20,750,00



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### Stock Exchange Prices

## Capitalization and week's change

ACCOUNT DAYS: Dealings Begin Today. Dealings End, Oct. 24. § Contango Day, Oct. 27. Settlement Day, Nov. 3.

§ Forward bargains are permitted on two previous days.

(Current market price multiplied by the number of shares in issue for the stock quoted)

**Henry Butcher**  
LEOPOLD FARMER  
VALUATIONS & SALES  
PROPERTY & PLANNING  
LONDON - BIRMINGHAM - L  
Tel: 01-405 8411

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# SPORT

## Lyle faces Norman in matchplay final with a special flavour

By John Hennessey

Sandy Lyle, who faces Greg Norman, of Australia, in the final of the world matchplay tournament sponsored by Sunlight, at Wentworth today, set the scene during an interview yesterday's semi-finals. "He's going to be after my guts," he said. The final, indeed, carries a special flavour as the result of events elsewhere—but first things first.

Lyle, the first Briton to reach the final since the inaugural event 16 years ago, and Norman had comfortable victories in yesterday's semi-finals, beating respectively Peter Jacobsen of the United States and Bernard Gallacher, the other Scot, who survived the early rounds, by the same handsome margin, six and five.

The semi-final round had been postponed from Saturday because of the waterlogged state of the course. The one-sided nature of the two matches added to the general atmosphere of anti-climax and as early as half past three the sun-baked spectators were struggling to get back from distant parts of the course. Gallacher, though, seemed outgunned from the start and, if Jacobsen seemed more of a match for Lyle, he could rarely come to terms with his putter. He took four on one green and three from only five feet on another. This is no record for a final hole. In his present form, a man good enough to have beaten George Burns, of the United States, six and five and Ian Woollam, winner two years ago, by five and four in earlier rounds.



Norman: contemplates his lie in the rough in the semi-final.

On the first hole in the morning, Norman's luck fell into the hands of a Scottish supporter with a dazzling drive from a lie left of the fairway. The ball rolled into the hole, a distance of about 200 yards, and struck the ball with superb accuracy.

And yet the same man, such is the perverse nature of a game that alternates thrills and frustrations, needed three hours from his putter to persuade the ball from 10 yards into the next hole. The disparity in length between the two men was such that it was here, on and around the greens, that Gallacher's main advantage lay. Again Norman took four on the next short hole, the fifth, and Gallacher was again back to all square, having had to concede the fourth.

So the match seemed set for a time, but when Norman found his touch he pulled steadily away. He finished four up and won the first two holes afterwards. He again had an eagle at the first, so away

## Football Ipswich have arrived and intend to stay

By Norman Fox

Football Correspondent

Ipswich 1, Norwich 0. Ipswich have arrived and intend to stay. The team, which arrived in the city on Saturday, have been playing at a high level since their arrival. They had played Liverpool at their own game, and today they are playing at a high level. They had played Liverpool at their own game, and today they are playing at a high level. They had played Liverpool at their own game, and today they are playing at a high level.

## Mariner injury the fly in the ointment

At one point in a grand match at Anfield on Saturday, the Mariner's injury was the fly in the ointment. The match was a high level of play, but the injury to the Mariner was a significant factor. The match was a high level of play, but the injury to the Mariner was a significant factor. The match was a high level of play, but the injury to the Mariner was a significant factor.

England's four goals, he expected to be retained. An obvious contender for the position, but England's manager, Ron Greenwood, has ruled out a number of contenders. The match was a high level of play, but the injury to the Mariner was a significant factor. The match was a high level of play, but the injury to the Mariner was a significant factor. The match was a high level of play, but the injury to the Mariner was a significant factor.

## Birmingham supporters let their team down

By Chris Jones

Football Correspondent

Birmingham 1, Aston Villa 2. Birmingham supporters let their team down. The match was a high level of play, but the supporters were a significant factor. The match was a high level of play, but the supporters were a significant factor. The match was a high level of play, but the supporters were a significant factor.

## Iron in the heart, if not in the soul, of West Ham

By Stuart Jones

Football Correspondent

West Ham United 2, Manchester City 1. West Ham United showed iron in the heart, if not in the soul. The match was a high level of play, but the supporters were a significant factor. The match was a high level of play, but the supporters were a significant factor. The match was a high level of play, but the supporters were a significant factor.

They also tried their way through the first half, but they were not able to score. The match was a high level of play, but the supporters were a significant factor. The match was a high level of play, but the supporters were a significant factor. The match was a high level of play, but the supporters were a significant factor.

## US amateur one better than Nicklaus

Pinhurst, North Carolina, Oct. 12.

The United States amateur champion Hal Sutton established a record total in leading the United States to a 27-stroke margin over South Africa in the 12th biennial world amateur team golf championship (the Eisenhower Trophy) here yesterday.

Sutton, who is 22 and comes from Shreveport, Louisiana, had consistently achieved the best scores in the tournament. He finished with a total of 276, 12 under par, one stroke better than that set by Jack Nicklaus in 1960.

Rank	Name	Score
1	Hal Sutton (USA)	276
2	John O'Connell (USA)	277
3	David Brown (USA)	278
4	John O'Connell (USA)	279
5	John O'Connell (USA)	280
6	John O'Connell (USA)	281
7	John O'Connell (USA)	282
8	John O'Connell (USA)	283
9	John O'Connell (USA)	284
10	John O'Connell (USA)	285

South Africa finished second on 278, Taiwan was third with 284. Britain and Ireland were fourth with 286, and Canada was fifth with 288. The Americans finished with 284, a total of the three lowest scores for each round in the tournament.

## Few glimpses of anything to relieve greyness

By Tom Geary

Manchester U 0, Arsenal 0

It seemed an incredibly long match at Old Trafford, not because of any eccentricity of time-keeping, but because, like watching a greyhound race, there were few glimpses of anything to relieve the monotony. The match was a high level of play, but the supporters were a significant factor. The match was a high level of play, but the supporters were a significant factor. The match was a high level of play, but the supporters were a significant factor.

## Shilton denies Brighton and Wallace takes his chance

By Vince Wright

Nottingham Forest 1, Brighton 0

Shilton denies Brighton and Wallace takes his chance. The match was a high level of play, but the supporters were a significant factor. The match was a high level of play, but the supporters were a significant factor. The match was a high level of play, but the supporters were a significant factor.

## Punishment a precursors for Scots club

Celtic's assistant manager

Clark was barred yesterday

Celtic's assistant manager Clark was barred yesterday. The match was a high level of play, but the supporters were a significant factor. The match was a high level of play, but the supporters were a significant factor. The match was a high level of play, but the supporters were a significant factor.

The Commission also barred Clark from the club. The match was a high level of play, but the supporters were a significant factor. The match was a high level of play, but the supporters were a significant factor. The match was a high level of play, but the supporters were a significant factor.

## Equestrianism Younger riders making a claim to fame

By Pamela Macgregor-Morris

The trend throughout the Horse of the Year show seems to be that we need no longer beamen the fact that nearly 50 British riders were forced by the governing body to turn professional after the 1972 Olympic Games. Harvey Smith, always the Mohammed Ali of show jumping, was outperformed in every round by his American rival, Eric Wauters of Belgium (Winnipeg) for the Servis International Spurs, the points championship.

## Real tennis Ronaldson and Swash win final despite a few qualms

By Roy McKelvie

Real tennis

Ronaldson and Swash win final despite a few qualms. The match was a high level of play, but the supporters were a significant factor. The match was a high level of play, but the supporters were a significant factor. The match was a high level of play, but the supporters were a significant factor.

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## Brandts puts the Dutch back on level terms

Netherlands 1, West Germany 1

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## Road running

London, Oct. 12

Road running

Road running. The match was a high level of play, but the supporters were a significant factor. The match was a high level of play, but the supporters were a significant factor. The match was a high level of play, but the supporters were a significant factor.

## Italy win but lose two men

Italy 2, West Germany 0

Italy win but lose two men. The match was a high level of play, but the supporters were a significant factor. The match was a high level of play, but the supporters were a significant factor. The match was a high level of play, but the supporters were a significant factor.

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## Houghton de Greek charge

Bob Houghton, Bristol City manager

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## European leagues

Spain, Oct. 12

European leagues

European leagues. The match was a high level of play, but the supporters were a significant factor. The match was a high level of play, but the supporters were a significant factor. The match was a high level of play, but the supporters were a significant factor.

## Today's fixtures

Football

Today's fixtures

Today's fixtures. The match was a high level of play, but the supporters were a significant factor. The match was a high level of play, but the supporters were a significant factor. The match was a high level of play, but the supporters were a significant factor.

## Cricket Gavaskar will lead tour party

Sunil Gavaskar has been named

captain of the Indian team to tour

Australia and New Zealand from

next month. Gavaskar, aged 31,

was chosen unanimously by a

national cricket selection committee.

He has led India in 18 Tests

and never lost a series.

Test cricketers who show

dissent at decisions, or abuse or

assault umpires should be sent off

the field and fined heavily, the

President of the West Indies

Cricket Umpires Association, Gerry

Gomes, suggested yesterday.

He also suggested a disciplinary

board of three for each Test

match by the International Cricket

Conference. —Rutter.

## Weekend results and tables

Football

Weekend results and tables

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by Richard Streeton

By Gerald Davies

### For the record

**Public Union**

## Tennis

## Racket

## Badman

By Peter West

By Gordon Allan

Carroll 10

1. *Chlorophyll a* (Chl *a*)  
 2. *Chlorophyll b* (Chl *b*)  
 3. *Chlorophyll c* (Chl *c*)  
 4. *Chlorophyll d* (Chl *d*)  
 5. *Chlorophyll e* (Chl *e*)  
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**A good example**

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2. The Daycott - (20-13121)

4.15. 7. Master B.  
Hello + Louis. (Q.1)

2. Tommy-Joe (11)

3.15: 1. Indecision  
 2. Indecision

1. *Chlorophyll a* (Chl *a*)

## Snooker

ever, Mountjoy rallied to take the next three enjoying a slice of luck

in the fifth frame. He was going so well in the sixth that Virgo

RAF Support Command V: Cam  
bridgeshire U-21. 1. RAF Support

Strike Command 3; Norfolk 2, Suffolk  
0; Norfolk U-21 2, Suffolk U-21 3.

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By David Hands

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**By Rex Bellamy**

## Badminton

**By Iain Mackenzie**

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## Commercial property

### New shopping centre for Cheltenham

A big redevelopment scheme is pending in Cheltenham where plans by Cruden Developments for a shopping centre of 150,000 sq ft has received planning approval. The site is of four acres adjacent to the High Street. To be known as Regent Arcade, it is estimated to cost about £15m. It will comprise a store of some 60,000 sq ft, 60 shops and a covered market with a multi-storey park with 600 spaces above.

The scheme also includes an extension to the Everyman Theatre, and the Cavendish

House Store in the Promenade will link into the scheme. The architects are Dyer Associates, Healey and Baker, and Lawson and Lawson. Work is expected to start about the middle of next year and to be completed in 1984.

In Surrey planning consent has been given for the construction of a new office block of 28,200 sq ft on the site of the old cinema in High Street, Watlington. The development is being carried out by Cranbrook Investments and is due to be completed in the summer of 1982.

The offices will be on three floors and the scheme will include 68 on-site parking spaces. It also provides for the relocation of the present cinema as a dual-screen cinema adjoining the offices. The architects are Oxford Architects Partnership, and letting agents are Debenham, Tewson and Chinnocks of London and Morgan Associates of Guildford.

"Ripped out in London last week was the giant £70m office scheme of Standard Life Assurance, Company and Grosvenor Estates in Cutlers' Gardens, Devonshire Square, EC2. Said to

be the largest development of its kind in Europe, and designed by R. Seifert and Partners, it will provide about 800,000 sq ft of offices on a site of 4.5 acres. The outer fabric of key buildings has been retained as the basis of the design of the site.

Seven office blocks will make up the total space, each of which can be occupied as a self-contained building, or can be linked in various combinations to provide units from 30,000 sq ft up to 500,000 sq ft. Completion is due late next year. Letting is through Baker Harris Saunders, Richard Main and Company, and Teacher, Marks and Company.

Another rapping out has just taken place in Aberdeen, where Guardian Royal Exchange Assurance are carrying out an office development in Union Terrace. It is due to be completed by Christmas. Costing about £1.7m it will provide about 22,000 sq ft of offices on six floors with basement storage.

Part of the basement and all of the ground floor, about 6,000 sq ft, have been pre-let to Lloyds Bank. The remainder of the accommodation will be available shortly for letting through

Drivers Jonas, and F. G. Burnett. The architects are Jenkins and Marr of Aberdeen, the contractors Bovis Construction. It is one of the direct development schemes being project-managed by the property department of GRE.

The Paris office of Weatherall Green and Smith have announced one of the most important office lettings of the year in the capital. Peugeot-Citroen-Talbot are taking 183,000 sq ft on seven floors in the Tour Manhattan, at La Defense. Weatheralls report a lot of interest in the few remaining floors at rents between £5 and £550 a sq ft.

Work on the British Gas Corporation's 107,000 sq ft warehouse and industrial development on a site of 5.2 acres at Nine Elms, Vauxhall, London, has started. Close to the new Covent Garden market in Nine Elms Lane, it will provide 13 units between 3,800 sq ft and 53,000 sq ft. They are expected to be ready for occupation by the middle of next year.

Development consultants are Richard Ellis, who have been retained jointly with Weatherall Green and Smith as letting



agents. Part of the scheme borders the Thames and the architects, Project Design Partnership, have incorporated a river walk, to be part of a continuous walk between Chelsea and Vauxhall bridges being planned by the local authority.

Nearing completion is another industrial scheme being carried out by Boropex Holdings in Hythe Road, London, NW10, close to the Westway and Harrow Road. It consists of five single-storey factory units, each of about 5,000 sq ft, which can be let single or in multiples, since the units are arranged in a terrace.

Possession can be offered in a few months. Smith Melzak and Company, the agents, say that discussions are already taking place for several of the units. Rents of £3 a sq ft are expected. Boropex intend to retain the investment.

Interesting possibilities are opened up by the offer for sale through Cluttons of the freehold of Thorp Arch Trading Estate, about two miles east of Wetherby in West Yorkshire. Owned by Thorp Arch Trading Estate, it is a subsidiary of Town and Commercial Properties, now in liquidation.

Originally constructed in the early 1940s as a Royal Ordnance munitions factory, the estate of 63 acres provides about 1,375,000 sq ft of light industrial and ware

house buildings. At present it is let to about 200 lessees. Current income is in the region of £600,000 a year, with substantial reversions due in the next three years. The estate includes about 150 acres of undeveloped land on part of which there is outline planning permission for the construction of 208,000 sq ft of warehouse units. The sale is by order of the High Court and an auction is to be held in Leeds on November 18.

The Airways Pension Fund, advised by Jones Lang Wootton, has paid about £8m for the freehold reversionary shop investment on 372-374 Oxford Street, London, W1, which came on to the market last June through Weatherall Green and Smith.

Built about 80 years ago, the property provides about 14,600 sq ft on basement, ground and four upper floors. It is let to Swears and Wells, trading as Richard Shops, on a ground lease expiring in March, 1983, at a fixed rent of £880 a year. The property is on the north side of Oxford Street, with a return frontage to James Street.

Gerald Ely

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**Hillier Parker**  
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Peter Jay

# The night of the big fight outside the ring

I have reported crowd disturbances in boxing arenas in Sao Paulo, Brazil, Rome, Philadelphia, USA, Leicester, and Portlaoine and other places; but it had to be in Ireland that the fighting outside the ring was better than the one inside.

The bout between Billy Kelly of Londonderry, British featherweight champion, and Charlie Hill of Glasgow, was good as title fights go.

The King's Hall, Belfast, was a cockpit of hell that February night in 1956. It made the recent Wembley affair look like a little local difficulty.

Normally all Mr George Connell, the promoter, had to do to get an 18,000 sell-out was to put a good Roman Catholic boy against a good Protestant.

But that night Mr Connell had done what politicians still do: he had failed to achieve. There was a United Ireland behind the challenger, Scotland's new Bonnie Prince Charlie.

I had seen plenty of excitement there before, particularly when Terry Allen of London, fought Rinky Monaghan of Belfast, she world flyweight champion, to a draw in September, 1949.

That was a bad night for Terry's borrow boys. Whenever a few fists flew it was always the police night-sticks which seemed to prefer their heads to their rivals. The draw meant that Monaghan kept his title, and the peace. He kept those Irish eyes smiling with a song from the ring in his charming way.

To make up their fervour in Irish fashion the fans used to drink all day in bars like Kelly's. By the time the first bell went for the main event they were white-faced with passion which needed only one controversial spark to explode.

More so that night, it was a big fight. They roared thunderously when Kelly had Hill down for a count of two in the second round, and in the twelfth when Hill's left eye closed from a mighty right cross.

Hill, rubber-legged and glassy-eyed, somehow fought back. At the end of the thirteenth round a Belfast colleague asked me how I had scored it so far. I said: "Kelly's ahead. But I wouldn't be surprised if the referee gives it to Hill."

He laughed: "You must be deaf. They'll hang the man from the nearest lamp-post. He can't be that brave."

I told him that Mr Tommy Little of London, had the reputation of being a good judge, and having the courage of his convictions.

When Mr Little lifted Hill's hand in victory at the end of the fifteenth, my Irish friend gasped: "By God, you're right!"

Mr Little ducked through the ropes, put on his overcoat which had been lying at the ringside and vanished. There was a second silence and then a slow rumble, like the warning of a thunderstorm at high noon in summer.

Suddenly it broke. Chairs and bottles rained into the ring. Furious fans leapt into it, yelling for Mr Little's blood. My Irish friend said: "They'll kill him if they find him."

In their shock they had not seen Mr Little walk upstairs to the promoter's room at the back of the hall and watch the shenanigans from a window.

A bottle whizzed past my right ear and skidded across the head of a Dublin colleague phoning his office. Blood trickled from a gash. He dabbed it with a handkerchief and said: "Yes, it's blood", and went on phoning.

The referee for the next contest was knocked out by a fly-bottle. Mr James Fallon, the master of ceremonies, was knocked down four times in the ring by furious fans. A press photographer was knocked out.

Mr Andrew Smyth, British Boxing Board of Control steward in charge of the bout, who had emerged unscathed from a career of professional soccer, was viciously hit across the side of the head with a bottle, receiving his first cauliflower ear.

Altogether 28 people were taken to hospital. Charlie Hill escaped in a taxi in a police-man's overcoat. His Lonsdale belt, thrown into the crowd, was later recovered.

"Some night," I said. My Irish friend replied: "Aye, not bad. Now in the old days..."

Tom Phillips

Washington

The war between Iran and Iraq could have one good effect. It could make those in the West concerned with foreign and defence policies begin to think not merely about the vulnerability of western interests and the importance of western policy in the face of acute instability in the most sensitive region in the globe but also about our intellectual and political bankruptcy in devising an effective and coherent response.

We do not know what to do or even what to think: who do we want to win, how do we promote peace and on what terms, does Russia benefit from the success of Soviet arms in Iraq? And what does the defeat of Iraq or does the West benefit from the chastisement of Iran's virulently anti-western revolution by a possible new ally which is already supported by Saudi Arabia and Jordan, whose friendship we need, and which is opposed by Syria whose enmity we suffer?

We find ourselves thus perplexed because we have no strategy for the region, and we have no strategy for the world, because we have no adequate framework for thinking about how to integrate the necessary management of East-West global balance with the handling of regional and local realities on which the global balance frequently depends.

Indeed, the economist-foreign-policy is afflicted by an acute sense of *deja vu*. In foreign policy, it seems, as in economic policy, each successive failure of policy is greeted with squeals of relief and delight by the architects of the previously failed policy rather than by any attempt to examine the possible defects of the premises common to both.

If the ravages of monetarism are now making it pseudo-respectable in Britain to hark back to the properly discredited expansionism, and incomes policies of the past, so in the United States the demonstration of western vulnerability in the Gulf is giving new heart to the grand old inter-



The Shah's foresight may even salvage his successor. One need not anticipate any early expression of gratitude by the Ayatollah.

ventionists who gave us Vietnam and the Shah of Iran.

Thus, in last week's *Washington Post* Mr James Schlesinger, the former Secretary of Defense, Energy and most other things, wrote with obvious relish: "For the past two weeks scarcely any complaint has come from Tehran or from gulch-ridden America about the Nixon doctrine (to say nothing of containment and automatic support for any 'and-communist' regime in the days of Mr Dean Acheson and Mr John Foster Dulles or of the willingness to pay any price with Mr Kennedy and Mr Johnson) and have only been harassed by the gratuitous policy errors of post-Vietnam 'wells' headed by President Carter. Just so have the won-

derful economic miracles of Messrs. Wilson, Heath, Healey, been 'needlessly' sacrificed by the bigotry of Mr Thatcher.

Warning has been given in this space before—and doubtless will be again—to beware the 'Sherlock Holmes fallacy', namely that, when you have eliminated everything else, whatever remains, however improbable, must be the truth. Valid as it may be in the detection of crime, there is no comparable assurance that the failure of one policy guarantees the success of the alternative, whether in economic or in foreign policy, especially when it too has failed consistently in the past.

If the 'prospective' cause of western embarrassment in the

Gulf is the Iranian revolution, then it is not the revolution and conditions for success of that revolution that western policy makers must look to.

To believe that it was caused or even made possible by the year of Carter foreign policy is to disregard every serious analysis of the revolution and its antecedents and to ignore completely the political realities of Iran in the last years of the Shah.

It was indeed western policy from 1953, when the CIA re-

turned the Shah to the early 1970s, when the West encouraged or indulged one political and economic folly after another in Tehran, that planted the seeds of what has made inevitable the eventual collapse of the very regime on

which western policy had bet so base its hopes.

which western policy had bet so base its hopes.

This country is a century political blindness, eked on military and economic power, and only left Carter with no significant options, whether for world folly, but also yielded essential raw materials in a region of the globe through this period, namely today's world, the convulsions of the structure of the world.

The A. should be in the new efforts to build legitimacy is in need of a re-examination.

What should we define as how to prevent spread of communism? Or should we build a more serious which can make a basic world creative than destructive. It is one of the great revolutions of the world that it is ultimately engulfed by it, not physically then, but politically. (An Agenda for the 1980s, 1968.) This is still the problem: how to get out of the world's political forces to make a 'good region' the key to successful politics rather than a globalizing between spaces. The world is a globalizing by its in the local political setting of 'wet' and which become indistinguishable from simple weakness of capacity. This is a th which it will be worth the effort to build the world's future.

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## What the German victory can teach Labour

Even its best friends now admit that the Labour Party is facing a desperate crisis. It is incapable of providing effective opposition to a radical, and apparently unsuccessful, government, and its own achievements in office (remember the 8 per cent inflation rate?) have been ignored. The blatant split within the party at Blackpool will

simply increase Labour's long-term inability to gain wide support.

In 1959 the party won 35.3 per cent of the vote but 20 years later, in 1979, the figure had fallen to 28.9 per cent. Almost half the trade union electorate voted for Mrs Thatcher. All the evidence, then, suggests that Labour is in a bit of trouble. While it does not lose any votes to the left, it does lose them massively to the centre and right.

At the precise point when Labour is torn by incompatible policy differences and cannot even identify a new leader, another great Socialist party is demonstrating a very different form. For the German Social Democratic party, the SPD, has just won a national election with an increased majority. Its tandem leadership of Schmidt and Brandt has proved one of its greatest electoral assets. During the 1970s the SPD won two elections and increased its membership. Labour suffered two appalling defeats and actually narrowed its appeal.

One is therefore entitled to ask whether there are any lessons which the Labour Party might learn from the SPD. It is obviously simplistic to imagine that Labour could copy the SPD's policies lock, stock and barrel. Yet there are grounds for arguing that by following the example of German Social Democracy in a number of key areas, the Labour Party could do itself and its true supporters, a great deal of good.

There are, of course, important historical differences be-

ween the SPD and Labour Party. But history is a teacher, not a dictator and with the passage of time the differences may pale into insignificance.

It is, for instance, a fact that the Labour Party was the child of the trade union movement while the SPD preceded German trade unionism and is organisationally separate.

Yet against this difference one must set the practical truth that the SPD's relationship with the West German trade union movement is very intimate. Indeed, the Deutsche Gewerkschaftsbund (DGB) supports the SPD's policies no less strongly than the TUC supported Labour's ones. For, with the damaging exception of its final year in office, the SPD did not lose an election to Mr Adenauer and Mr Healey. The SPD's laws on co-determination in industry and on the extension of nuclear power are designed to appeal to trade unionists and the British obsession that 'proletarian' trade unionism is 'in itself' damaging or destructive, serves to be exposed for the myth that it is. If a number of unions are now hostile towards the present leadership of the Parliamentary Labour Party, that is in large measure due to the leadership and it is one that could be rectified.

Another major distinction between the SPD and Labour Party is, it is said, the existence of a communist police-state in East Germany. This 'bank' communism, a state-controlled economy as well as left-wing extremism, more unpopular in

West Germany than it now is in Britain. There is some truth in this. But the fact that the power of the left-wing members of the Labour Party is greater than that of left-wing SPD members is mainly the product of Labour's declining membership as a whole.

The SPD has increased its membership by decreasing its emphasis of left-wing principles. The Labour Party, on the other hand, has chosen to lose members by becoming more left-wing. By tolerating within its ranks groups who are totally opposed to Social Democracy, the Labour Party is robbing itself of a golden chance to increase its membership.

So, if we accept that the SPD's success is due to its support of the left-wing members of the Party set about learning from the experiences of the SPD. Some insights are provided by the recently published memoirs of Carlo Schmid, one of the SPD's leading principles.

Two years later the SPD gained 35 per cent of the vote, by 1969 it achieved 40 per cent and in 1972 with over 45 per cent it managed, for four years, to become the largest party in Parliament. Despite the severe recession and uncertainty of the 1970s it has lost barely 2 per cent since then. And its membership now tops the million mark.

The moral is clear. The leadership of the British Labour Party should now look for the same of 'proletarian' they entered politics in 1945, believed that the only way to re-create a

decent and socially responsible democracy in West Germany was to forge an alliance between the traditional labour movement and the progressive and democratic part of the electorate.

The latter extended beyond the traditional working-class support the SPD had traditionally always aimed at. Without this alliance Schmid claimed, the SPD could never come to power.

Like the SPD, the party in the Bonn Republic proved that it was right. In 1949, as a Marxist party, the SPD gained 39 per cent of the vote, a slight but crucial two-point fewer than Adenauer's CDU/CSU. In 1957, however, Adenauer had managed to gain 50 per cent of the vote while the SPD still a Marxist party, remained stuck at 30 per cent.

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Like the SPD, the party in the Bonn Republic proved that it was right. In 1949, as a Marxist party, the SPD gained 39 per cent of the vote, a slight but crucial two-point fewer than Adenauer's CDU/CSU. In 1957, however, Adenauer had managed to gain 50 per cent of the vote while the SPD still a Marxist party, remained stuck at 30 per cent.

Two years later the SPD gained 35 per cent of the vote, by 1969 it achieved 40 per cent and in 1972 with over 45 per cent it managed, for four years, to become the largest party in Parliament. Despite the severe recession and uncertainty of the 1970s it has lost barely 2 per cent since then. And its membership now tops the million mark.

The moral is clear. The leadership of the British Labour Party should now look for the same of 'proletarian' they entered politics in 1945, believed that the only way to re-create a

decent and socially responsible democracy in West Germany was to forge an alliance between the traditional labour movement and the progressive and democratic part of the electorate.

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Anthony

The author is a less political scientist at University.

Carlo Schmid, *Brünner, Scherz Verlag* (Munich).

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In Las Vegas a couple of weeks ago, for what was spuriously billed as a boxing match, I was

declared: "But these are real Americans."

It was, though I say it myself, a pretty bon mot which had the additional virtue of being unarguably true. These were Americans, having what they believed to be a time and of course if they believed it then they were having a good time.

There is no real America. It is made up of numerous different realities. Certainly, the money made on gambling in Nevada is real enough, the source of most of its revenue as well as much of the rest hidden behind the neon-lit facades.

Crime is what cats away at the structure most insidiously. The enormous sums that change hands every day attract criminals as vultures are attracted to carrion.

Both organized and disorganized crime flourish in Las Vegas. Bank robbery is so frequent that the police give out tips on the radio about what to do if you are a bank employee and it happens to you. (If you can't open the safe, tell him you can't. Don't fiddle with the lock. It could infuriate him enough to shoot you.)

Organized crime seldom stoops to anything as vulgar as robbing banks. Its influence in the actual running of the spectacular robbery is cancerous. Though the authorities remove bits of it surgically from time to time, a true ally remains to grow large again.

The Aladdin itself, where I was having that companionable drink, was closed in the early

towards the slot machine players, and cleverly avoiding

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The Aladdin itself, where I was having that companionable drink, was closed in the early



summer for irregularities, and reopened only during the week of the fight under new owner.

Already allegations have been published and vigorously denied—that the new owners are in cahoots with organized crime.

Mr Hank Greenspan, the 71-year-old owner and editor of the *Las Vegas Sun*, probably knows as much as anyone (or at least as much as anyone not an accomplice in them) about the city's shabby secrets. I was talking with him about Senator Pat LaRaki, one of Mr Ronald Reagan's close political advisers, who was Governor of Nevada from 1966 to 1970.

"In Nevada as governor," Mr Greenspan said laconically, "you distinguish yourself if they (the gambling interests) don't destroy this city."

In 1974, when Mr LaRaki was first running for the Senate, Mr Greenspan published suggestions that as governor he had been too close for comfort to

Mr Howard Hughes, the racist millionaire financier who was buying into Las Vegas casinos at the time. With Mr LaRaki up for re-election this year, the changes have been revived and expanded by Jack Anderson, the syndicated muck-raking columnist.

The story of Mr LaRaki and Mr Hughes is the story of the full faces of Las Vegas, an archetypal Las Vegas story. It shows how, when you are dealing with a tainted industry, it is impossible to avoid its taint.

Mr LaRaki had campaigned for governor on a pledge to weed out organized crime figures from the casinos.

Hughes came in and wanted to buy out their hotels," said Mr Greenspan. "What better way of getting rid of organized crime? Hughes would attract more reputable financing instead of hoodlum financing."

Rules then in effect prevented one organization from owning more than one casino but these were relaxed for Mr Hughes and Mr Greenspan supported the concession editorially. Later there was a report that a grateful Mr Hughes offered Mr LaRaki a job in his administration, and a counter-claim that the retiring governor had applied for one but had been turned down.

"When you say he was a lackey of Howard Hughes you could put me in that category too," Mr Greenspan admits. "Hughes was buying everybody in the town."

In doing so he was following a venerable Nevada tradition. One of the more colourful old crooks in the state's history was Mr Pat McCarran, a senator until he died in 1954, an old

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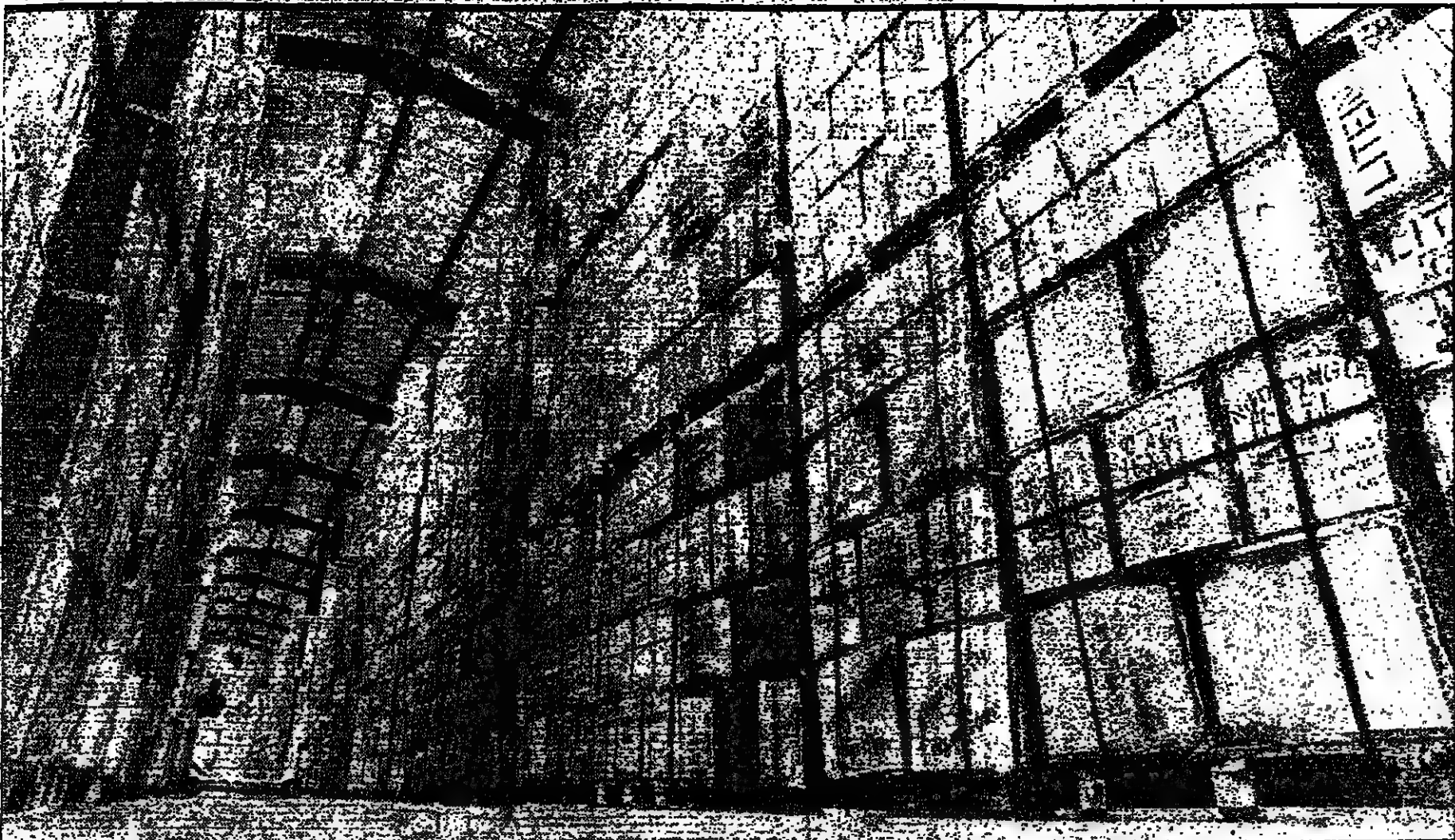
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Michael Lee

مكدا من رلاصل





## Where taste is traditional

Sir John Lyon House, centre of the London tea trade, is by the Thames, not far from St. Paul's Cathedral. Merchants and brokers moved there, next to the fur importers, from their traditional home in Mincing Lane in 1971. One motive was the search for lower rents, important to traders working on narrow margins.

In and around the office blocks forming Sir John Lyon House are the Tea Council, the International Tea Committee, and a number of bodies representing brokers, traders, buyers, and warehousemen. Individual companies also have premises there.

On Monday mornings auctions are held in a room overlooking the river. Brokers bid for tea from countries—India, Sri Lanka, a dozen African states, Indonesia, Bangladesh, Malaysia, Vietnam, Papua New Guinea, Argentina, Brazil and Ecuador—among them.

Brokers and the auctioneer do the talking, but also present are merchants and representatives of the big buyers who will ultimately package and sell the tea. These silent participants influence prices by imperceptible signs which indicate they are prepared to accept a price below their reserves, or to stretch their declared limit to buy something they need badly.

Frequently one bidder asks another: "Will you divide?" or "Can I have part?" This means the whole lot is too much for him, but he would like to share it with the successful broker. If the answer is "no", the latter may find the price being pushed up in an effort to make him think again.

Smooth dialogue in the auction room depends on expert knowledge of the tea going, under the gavel. Brokers have reports from tea tastings which take place in another room where samples of the tea being offered are brewed in carefully measured quantities, twice as strong as housewives make it. Skilled tasters look at the dry tea, then at the grouts and at a small basin of the brew, before passing a large spoonful and spitting it out. The tea can be taken with or without milk, but not with sugar.

Apprentices in this craft are given two basic rules: "Don't miss the spittoon, and don't knock it over." It is the tasters' assessments which guide bidders in deciding what the lots are worth.

Tasting is also the basis for blending different consignments which decides the contents of the mass-selling lines—seen on supermarket shelves and in television commercials, and some less well publicized brands which go abroad or are bought by caterers. Modern blends contain tea from between 20 and 30 different shipments from individual estates.

It is this which gives consistency to a brand. The experts prepare a blending sheet. Having recommended ingredients and quantities, at the packers tea is fed in bulk into large drums according to the blending



Tea auctions are held in a room overlooking the Thames.

Gray said the number of British flag vessels in the trade was declining, with competition growing from Polish and Soviet vessels on the East Africa routes.

Most warehouse companies use computers to keep track of stocks and meet the

demands of the trade. This awareness of the importance of accurate information helps to make the tea trade that rather aming British business, one which can produce a moving record of what is happening in it.

Ironically, Mr Peter Abel, the statistician who publishes annual and monthly figures for the International Tea Committee, does not rely on a computer.

"We have considered using one," he said, "but it would be expensive and difficult to programme."

He and a staff of three deal with information from around the world, most of it sent by mail. Some is in script which is not always easy to read, and figures can arrive in metric or imperial weights. The Americans are among those who still use pounds.

In general, output figures are supplied by national tea boards, while those for consumption come from customs officials. The committee's Annual Bulletin of Statistics numbers China among its subscribers.

Patrick O'Leary

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A brass kettle and a silver spoon are part of the tea tasting ceremony which takes place at Sir John Lyon House, London. Top: a vast warehouse in East London where tea from all over the world is stored. Photographs by Brian Harris.

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## Handover to Indian planters 'being done so nicely'

Mr. L. S. Kumar (right) is group manager of the Craigmore estate in the Nilgiris, with a workforce of 2,500. An Indian, one of many who now manage almost all the tea estates in India, he has been part of the gradual handover, since independence, from the largely British-run tea estates to trained Indian planters and now runs an estate of 5,000 acres over forests of cashew, jagg, blue gum, sandalwood and other waterfalls.

Mr. Kumar is kind, shrewd and occasionally gets emotional about the history of tea, a history recorded by thumb prints in pay columns, or in the handwritten ledgers and disciplinary records kept by previous generations.

Today he plans advanced programmes for the estate, replacing bushes that are beyond their best production. "The soil is raped," he says, chewing on a cigar, "but happily tea is not temperamental and survives in spite of the tea planters' nursing staff. Mr. Kumar's wife, Wendy, does her own social work among the workers and their families, and looks after seven crèches.

Chris Allen (above), one of the best of the English planters, is considered one of the finest tea planters in India. But next March he leaves for good. When he sailed for Assam 30 years ago there were 2,000 British planters in north-east India. Now there are six.

He says that the handover to Indian planters is "being done so nicely—so gradually. They are not chucking people out either—but it is time to go."



He runs 10 tea estates with 18,000 employees. Apart from maintaining a superb production level, he introduced a revolutionary way of planting tea called "the Ebbescale method" which makes the crop look like a shimmering bed of shiny green scales all tucked into each other.

He has also used the lushness of a soil fed by the Brahmaputra to do a bit of kitchen gardening. He supplies the whole district with excellent tomatoes, has a fine herd of cows and rabbits and pigeons.

Chris Allen met his bride Barbara at Hampton Court in 1945 and they were married in Calcutta Cathedral in 1951.

In view of India's overpopulation he thought birth control should be encouraged on Keylung and decided to set an example. He called his workers together and said he would be limiting his own family to two. He and his wife would have one child and then leave a gap of 10 years before the next was born. A man of his word—he did exactly that.

This example was effective. Mr. Allen points with pride to empty beds in the maternity wing of the hospital at Keylung, which also has schools, adequate housing and social centres.

Caroline Sutherland

# We've much of the world's best tea all wrapped up.

From the hills of Darjeeling and the plains of the Assam Valley in North Eastern India, the 16,000 hectares which comprise the estates of Macneil and Magor and their associates provide the world with over 30 million kgs. of the finest quality tea.

Tea that is sought after by all the world's most important auction centres and private buyers.

Which means the likelihood is that our tea is in the best packs throughout the world.

We've been around since the earliest days of tea in India, and our predecessors were growing and auctioning tea as early as the 1860's.

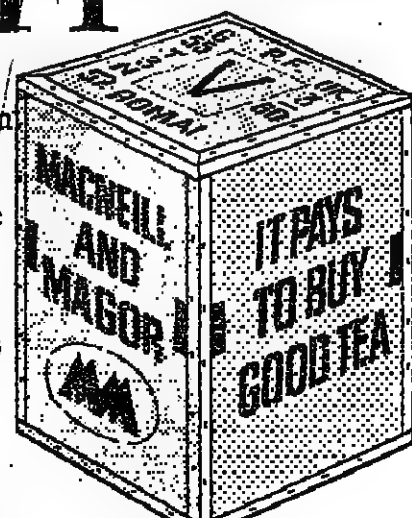
So next time you drink a really good cup of tea, think about Macneil and Magor.

Without us, your cuppa might not taste as good.

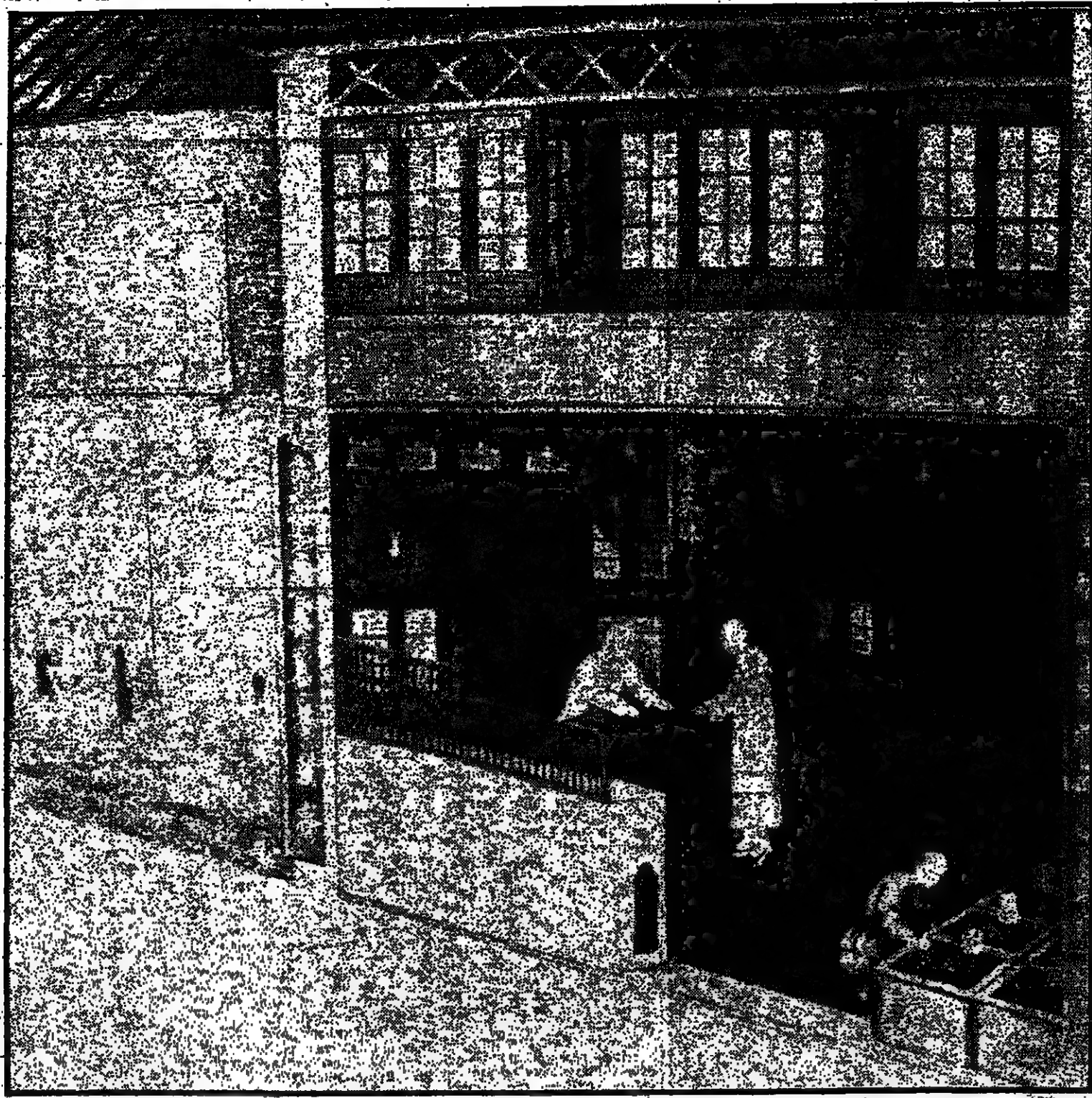


MACNEIL & MAGOR LIMITED

Registered Office: 4 Mangoe Lane, Calcutta 700 001, India







The tea is ready to be sold, from plywood chests like those still in use today. This shows a shop in Factory Street, Canton, in 1930.

## 25 years of 'monkey business'

The series of chimpanzee television commercials used by Brooke Bond Liebig to advertise its PG Tips brand is not only outstanding in marketing terms—it has helped to boost the brand from about number four in the tea brand league table to number one, and keep it there. But it is also a success in creative advertising terms.

Over the years, the series has picked up just about every television advertising award. It is also immensely popular with viewers. One was carried away with the real-life situations in which the chimpanzees are shown that she wrote and asked Brooke Bond if a chimp could open a safe—and give a tilt.

The idea of using chimpanzees to advertise tea is attributed to an unnamed copywriter at the S. L. Ben-

son advertising agency who, on taking a walk in search of inspiration, stumbled on a chimpanzee tea party at Regent's Park. As Jo Gable writes in *The Telegraph*, a book commemorating 25 years of television commercials, the first chimp commercial screened in 1955, was set in an elegant country house. It showed two beautifully-dressed "girls" and "boys" seated at a Regency table drinking tea from a silver service in dainty china cups.

Since then, there have been hairdressing, mountaineering, maternity ward, decorating, plumbing and a variety of other types of chimps, including Mr. Shifter the removal man.

Who, with more than 1,000 screenings, has been seen by more people than any other British television advertisement.

"Dad, do you know the piano's on my foot?" "You dun it son, I'll play it."

The latest series which started appearing on television screens in September is something of a departure from the previous "slice of life" comedy situations. It is a parody of the James Bond, *Tinker, Tailor, Soldier, Spy*, *Leviathan*, *Avengers* genre of spy thrillers (warning: who else?) but a chimpanzee who "announces": "My name's Bond... Brooke Bond... and who embarks on a series of hair-raising missions in the cause of protecting the secret of the Harour of PG Tips via frozen lakes, gangs of "wagging lings" and the instant railway station.

Like all good television, the completed advertisement

gives no hint of the painstaking work which lies behind them. Chimpanzees are not the most disciplined of actors and filming them takes between 10 and 50 times longer than it would with humans. Equally, the spontaneous actions of the chimpanzees in the studio can be funnier than the scripted lines and the production team has to be flexible enough to integrate them to the completed product.

Great care is taken to fit the voices to the movements of the chimps, making which is achieved by skilled editing. Often when the chimps "speak", their action is filmed simultaneously by two cameras at different speeds to make it easier to dub in the voices. Many success stories have provided the voices for the chimps. The late Peter Sellers did the voice over for the first commercial while Michael Jayston (*Tinker, Tailor, Soldier, Spy*) provides the voice for Brooke Bond.

Costumes provide their own problems. They are the responsibility of designer Sally Bacon who learnt at an early stage about the advisability of sewing the necessary padding for bosoms securely into the female costumes. "We started filming once, only to discover that a discerning chimp, finding bumps on his chest, decided that they looked better on his bottom."

The team who make the commercials have worked together for a long time. Mr. Berry Stringle, the director, has been involved with the series since 1971, when after two years of experimenting with other sorts of advertising themes, Brooke

Bond returned to the chimps. Mr. Geoff Muller, the film editor, was a the son of one of the original of actors and filming them takes between 10 and 50 times longer than it would with humans. Equally, the spontaneous actions of the chimpanzees in the studio can be funnier than the scripted lines and the production team has to be flexible enough to integrate them to the completed product.

Behind all the fun which those involved obviously have in making the commercials and the pleasure which viewers have in watching them, lies a hard-headed and serious business strategy. In the present series alone, Brooke Bond is investing more than £2m and wants to be sure that it is getting value for the money.

Brooke Bond believes the special characteristic of its PG Tips is the consistency of the blend. The new spy thriller series cleverly incorporates the message by the convenient pun on the central character's name, that Brooke Bond, the company behind the brand, "protects its flavour."

In the early days, chimps came from Liverpool, London, Manchester, but since then groups of performing chimps have been recruited from all over the world. The scripts call for a particular number, size and age of animal—for instance, the cast of the "maternity ward" advertisement called for "babies" so animals of 12 months were used rather than the more usual four to five-year-old females. Particular gimmicks or tricks, such as the ability to skate, are then incorporated.

Patricia Hazan

## New methods may replace the vanishing chest

continued from facing page

Already machine-made cartons of corrugated paper, cardboard or other materials are available as cheaply, and multi-layer bags made of a mixture of plastic and paper are substantially cheaper. There is, moreover, increasing concern about plywood supplies, especially in Sri Lanka.

Bags and cartons are, of course, more liable to damage than plywood and chests may remain in the trade for use with higher-grade tea.

Mr. David Gray, director of Butlers Warehousing and Distribution, with special responsibility for tea, believes that the trade's use of container transport is about to expand from its present 5 per cent to 40 per cent in two years and to 80 per cent in five years. Switching to containers would mean speedier handling of cargoes and increased trade for ports related to their use, such

as Southampton and Felixstowe.

Perhaps the most encouraging innovation in the industry, however, is the recent introduction of automatic vending machines which dispense freshly brewed cups of tea.

The Tea Council says that prices can be less than those of instant coffee and well below those of similarly dispensed freshly brewed coffee.

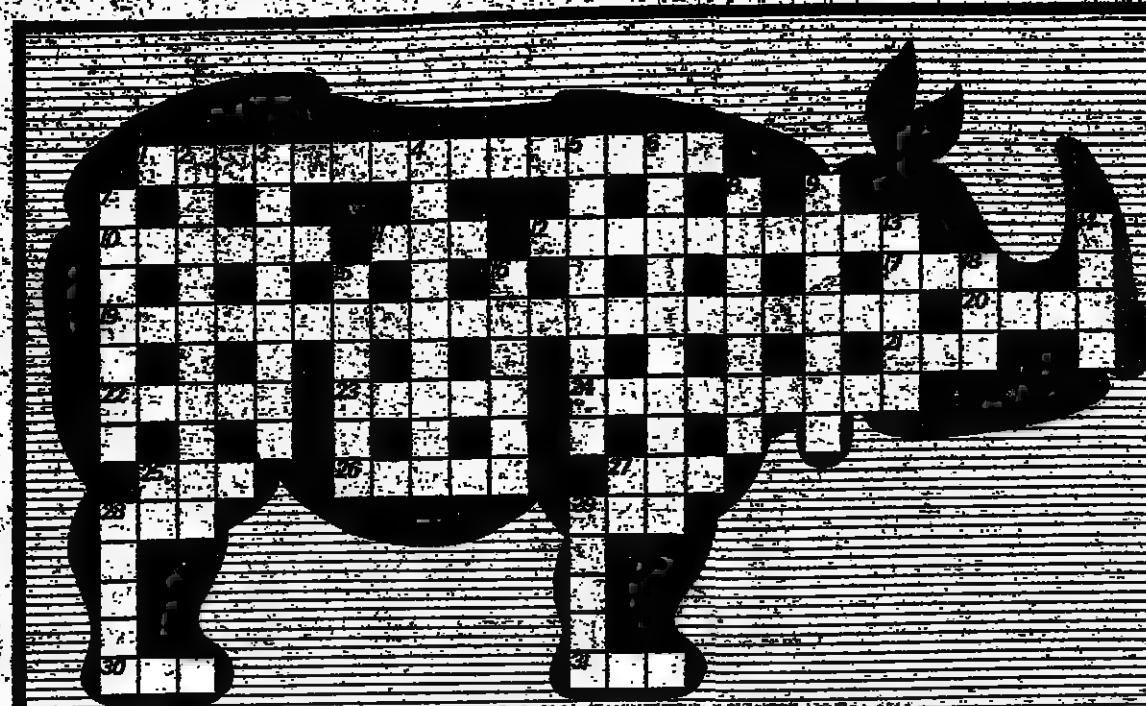
Mr. Christopher Ridsdale, Smith, marketing services director of Wittenberg Automata, a Danish company with a British subsidiary based at Cropton, believes that within five years freshly-brewed tea could account for 50 per cent of the 3,000 million cups of various beverages dispensed annually by vending machines, compared with instant tea's 10 per cent.

If he is right, tea stands every chance of soon winning back the ground lost to coffee in the past 10 years.

Derek Harris

## The Great Rhinoceros Tea Prize Crossword

To mark the publication of *The Times* Special Report on Tea, McLeod Russel will send a 22lb chest of its finest Assam tea to whoever submits the first correct solution to the crossword. Entries will be opened on Monday 20th October 1980 and the winner's name will be announced in *The Times* on Wednesday 22nd October 1980. Entries should be sent in an envelope marked 'Rhinoceros' to McLeod Russel & Co., Limited, Victoria House, Vernon Place, London WC2H 9DF.



# MCLEOD RUSSEL

ACROSS  
1. Shakes his body (5, 7)  
2. Variety of black hat favour of (5)  
3. The beginning of the end of the world (5)  
4. Some say that night before the (5)  
5. The end of the world (5)  
6. The end of the world (5)  
7. The end of the world (5)  
8. The end of the world (5)  
9. The end of the world (5)  
10. The end of the world (5)

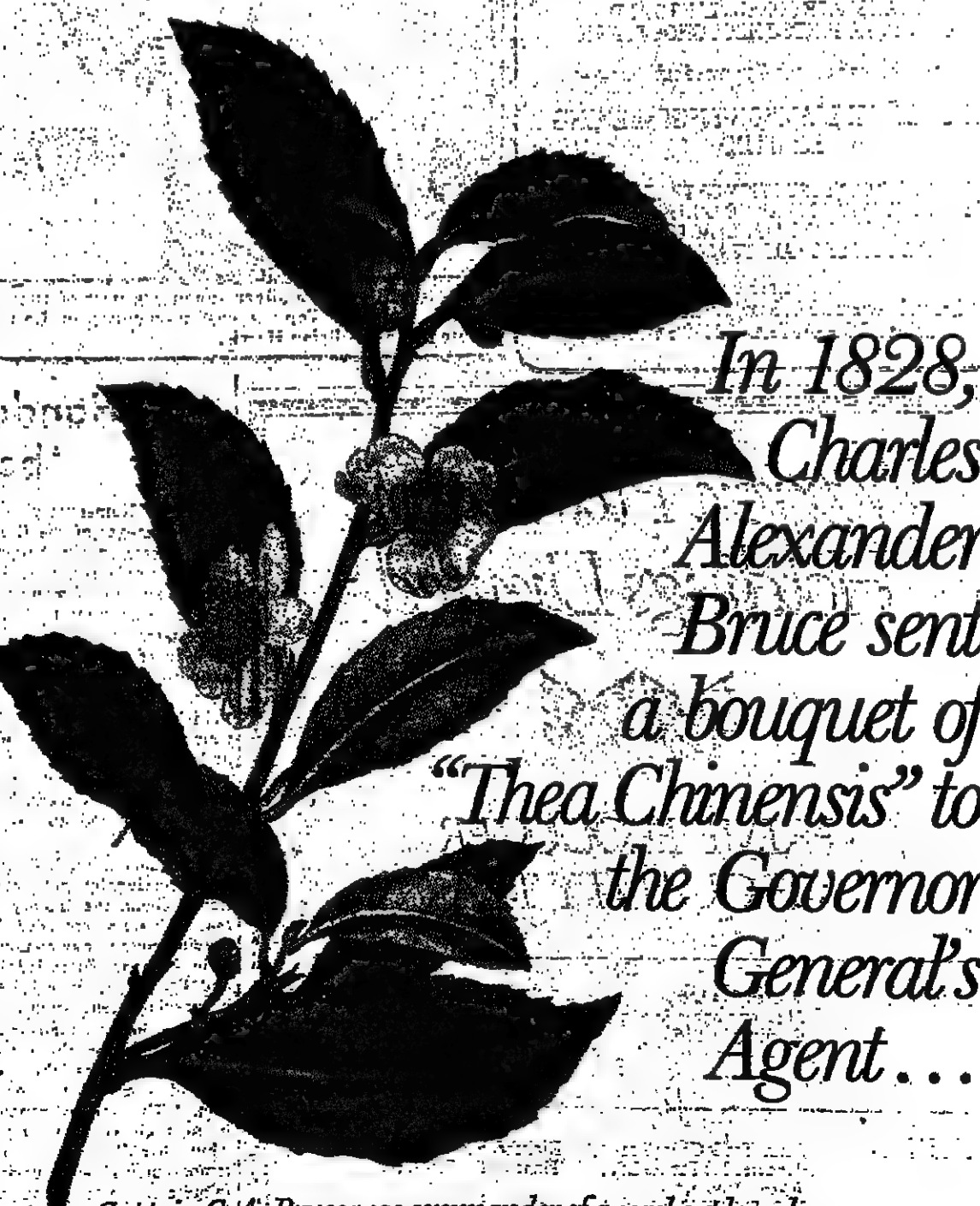
DOWN  
1. The end of the world (5)  
2. The end of the world (5)  
3. The end of the world (5)  
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30. The end of the world (5)

The great Indian and worn rhinoceros is the logo of the McLeod Russel group. The group is based in London, where its shares are listed on The Stock Exchange, but its historic origins are in tea in India. The one-horned rhinoceros is indigenous to Northern India where many of the group's tea estates are situated. Tea continues to represent a major part of McLeod Russel's activities. Approximately 18 per cent of all Indian tea and

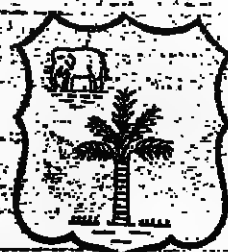
20 per cent of all Zambian tea is grown and manufactured on the estates of the group's subsidiary, an associate company before being sold to blenders in many parts of the world. Associate companies of the group produce instant tea in industrial process instant tea in United States. In the United Kingdom the group has major involvement in tea warehousing through subsidiary, Buchanan's Warehouses Limited.



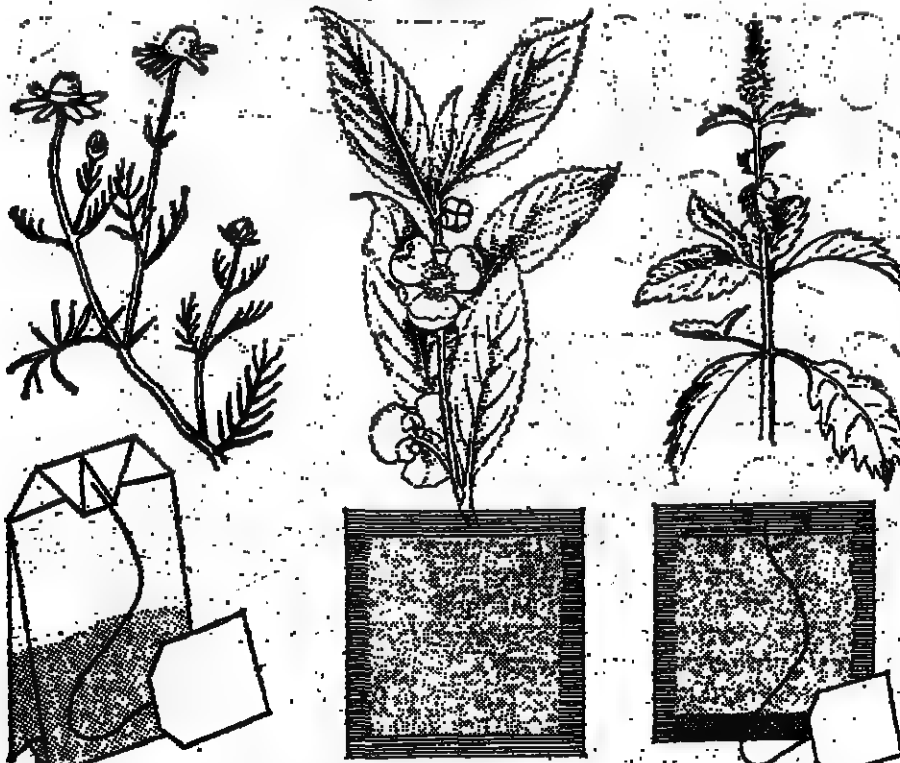
In 1828,  
Charles  
Alexander  
Bruce sent  
a bouquet of  
"Thea Chinensis" to  
the Governor  
General's  
Agent...

Captain C. A. Bruce was commander of a gunboat based at Sadiya at the head of the Brahmaputra in north-east Assam. His discovery of "Thea Chinensis" growing in the foothills of Assam was to radically alter patterns of trade and led to the establishment of the Assam Company in 1839, with Captain Bruce as the first Superintendent of Estates. In 1880, the Assam Company (India) Limited is still "First in the world of tea"

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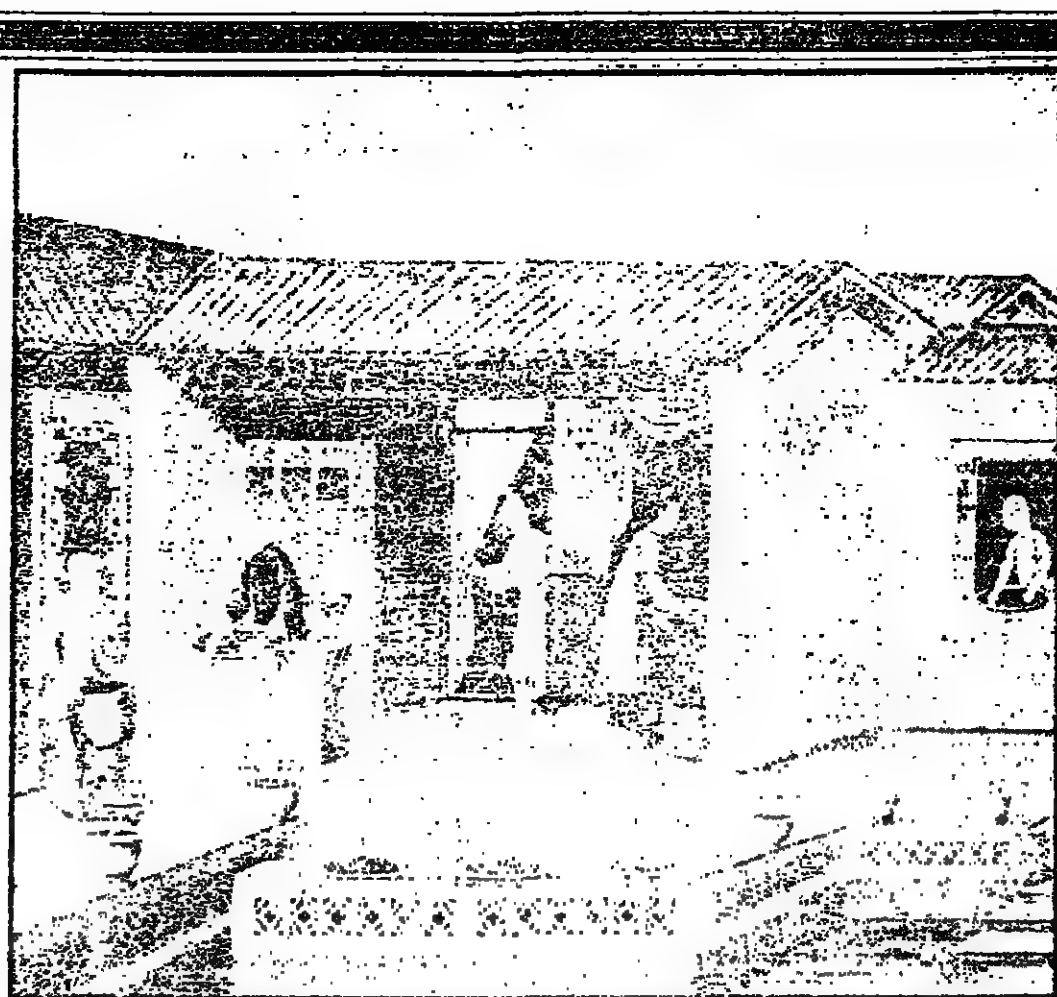
Light delicate and fragrant teas from the high regions.

Golden round-flavoured, rich teas from the mid-regions.

While the lower regions grow teas of deep colour and mellow flavour.

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You'll see we're as good as our word.



These Chinese paintings show (left) the firing, or "roasting", of the leaves as they move slowly through hot air chambers, and (right) the tea being sorted and dried in the open air.

## The beverage with an image problem

Marketing tea in Britain has been difficult. Tea has been around for so long that almost everyone takes it for granted. Yet a glance at long-term trends will show the danger of complacency. Although tea still accounts for nearly 70 per cent of all beverages drunk in Britain, consumption has been slipping steadily since the last war.

Sales in individual years fluctuate, but taken overall the trend is an annual decrease of about 1 per cent. Changing social habits together with the increased popularity of instant coffee from the early 1960s, and fashionable alcoholic and soft drinks are a constant threat to tea's supremacy. For not only other hot drinks such as coffee, but every form of beverage is regarded as a competitor by the tea industry.

Tea also has what the industry describes as an "image problem". It is regarded as a homey, mid-afternoon, working-class drink at home; it is barely rated as all as a choice when going out, except by those who want to keep up appearances. As a result, tea is associated with "barns" and "chopped cups" and factory grade cans.

The tea industry is well aware of its vulnerability. Through the Tea Council, the producing countries, together with importers, exporters and other industry interests, pool resources to ensure that tea does not get forgotten. About three million pounds are spent each year on research and evaluation.

which the Tea Council expects to spend during the 12 months ending next August comes from producing countries such as India, Sri Lanka, Bangladesh, Indonesia and Kenya. The remainder comes from big branded tea producers such as Brooke Bond, Lyons, Tetley, Typhoo and the Co-op which collectively account for more than 80 per cent of retail sales.

The Tea Council's task is to promote tea generally rather than any particular brand. It does this through television and magazine advertisements and through a public relations and educational programme.

Mr. Jim Munday, who worked for French Golden Delicacies, apples and soft drinks are a constant threat to tea's supremacy. For not only other hot drinks such as coffee, but every form of beverage is regarded as a competitor by the tea industry.

The Tea Council believes in taking a thoroughly professional approach to promotion. While slogans such as "Tea. Best drink of the day" may look casual and light-hearted when they first appear, each step in each advertisement is carefully researched and evaluated.

The current series of television commercials with the "Best drink of the day" slogan was launched in November, 1977, only after detailed tests to ensure that they would influence young housewives. The campaign appeared after an interval of about five or six years when Tea Council activities were concentrated on cheaper public relations exercises.

The previous big television campaign—the "Join the tea set" series of advertisements—appeared in the late 1960s to counter the inroads of the coffee bar craze which had swept across Britain. The tea industry wanted to show that its product could be just as fashionable for teenagers as its instant coffee rival.

Fashions change, however, and the brittle jointiness of the "Join the tea set" theme no longer matched the austere mood of the oil crisis in the late 1970s. When the tea industry decided to resume consumer advertising in 1976, a new approach to advertising was needed. The "Best drink of the day" advertisements are intended to encourage tea drinking at all times of day and night, and to remind young housewives and young mothers that tea is not just a drink for older people.

These advertisements promote tea drinking much more subtly than the blunt "Drink more tea" slogans used shortly after the last war—but the basic message is still the same.

Apart from the absence of branding, there are fundamental differences between the objectives of the Tea Council's advertisements and of those used by the tea companies. Brooke Bond's PG Tips chimpanzee

advertisements for instance—which first appeared in 1956 and are the longest running series of commercials on British television—are designed for confirmed tea drinkers, and are cosy and familiar. The Tea Council's Campaign, on the other hand, is aimed at potential new users of tea and those who had forgotten about it. The intention is not so much to generate instant sales as to change attitudes. (The Price Commission in 1978 estimated that more than a third of the tea companies' promotional budgets went on cut price and other inducements for specified short periods.)

The Tea Council has a wide range of public relations activities, using different methods to achieve the same objectives. For example it sponsors the Keep Fit Association, which has a membership of 20,000 young women who are persuaded to keep fit with tea, because tea with lemon has no calories. Keep Fit Association events include a national festival at the Albert Hall with 1,000 performers and audiences of 4,000. Last year about 50,000 participated at "Keep fit with tea" sessions at Britain's Holiday Centres.

Moving further down the age scale are the educational aids offered to schools and teachers. While educationists might be reluctant to use wallcharts, films and other advertising material for a particular brand they welcome industry studies tracing the various stages of tea from bush to supermarket shelf. "This is where generic promotions can win every time over branded advertising", Mr Munday said.

Patricia Tisdall

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## New methods may replace the vanishing chest

New techniques are having a profound effect on the handling of tea, on per cent of tea is id bagged and packaged, quality and on long.

The tea does, however, fight over the classification of the smallest leaf—the size ordinarily used in tea bags—as "dusts". This is because it is virtually not mean sweepings from the tea bushes, but is picked by hand, partly because harvesting a crop without damage cannot be ensured if machines are used, and because labour costs are comparatively low in tea-producing countries.

Probably the most extensive research and development has gone into improving tea bags, which now account for half the tea drunk in Britain. In 1970, 10 per cent of tea drunk in Britain was accounted for by 10 per cent of tea drunk in Britain.

The price is comparable with that of packet tea, and even exotic up-market varieties are sold in bags. Manufacturers claim that tea bags are more economical than packet tea because the portions are rigidly con-

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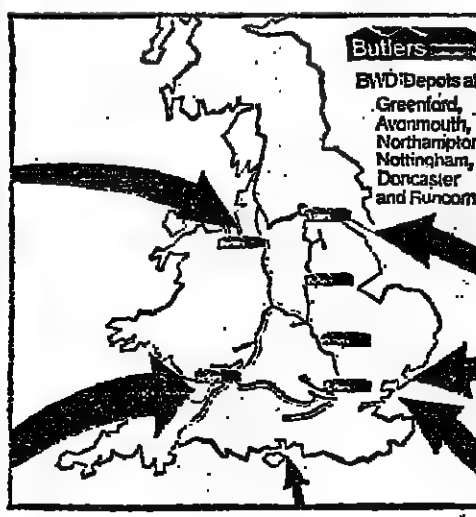
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## Sri Lanka: a fight to regain lost ground

Sri Lanka, one of the world's leading tea producers, is fighting to regain the ground it has lost in some of its important markets. Tea is still the country's most important export, but the nationalisation of tea plantations between 1972 and 1976, severe droughts and intense competition from China, India and some African countries, have undermined the business.

Part of the concerted effort to regain lost ground is a programme of research based at Sri Lanka's Tea Research Institute at Talawakele, about 100 miles from Colombo, in the picturesque high-country where the estates yield the most superior type of tea. Here, government scientists are experimenting with products that are a long way from the simple cup of tea.

Prior schemes are under way for the production of tea in cans, lemon tea in bottles, tea cordials and carbonated tea. It is hoped that when they come on the market, in about five years' time, these tea products will counter the increasing popularity of soft drinks which have taken a large slice of the beverage market. The Talawakele scientists are encouraged by the fact that when tea in a can was introduced in Indonesia, it became a serious threat to Coca-Cola.

Intense research is also going on into finding ways of increasing the yield of tea plants. For conservation reasons, the Government has forbidden any further felling of trees, so no more land is available for tea cultivation. Tea covers 594,000 acres (240,000 hectares) and it is vital that higher-yielding plants are developed. Research is concentrating on plants which produce middle-grade tea suitable for use in teabags. It is hoped that this will enable Sri Lanka to regain its place in the market.

"The teabag has become very popular in Britain, and the tea produced by our competitors in India, Kenya and Malawi, as well as Bangladesh and Indonesia, are more suitable for the former government under Mrs. Bandaranaike towards the nationalisation of the tea estates began to cause concern. Private owners hesitated before committing money to replanting, and there was a great deal of uncertainty. The estates were nationalised between 1972 and 1976, and many former owners are still waiting for promised compensation. Morale was very low, and production of Sri Lanka's most vital export dwindled."

Sri Lanka has also suffered because many of its tea factories run on oil and diesel, rather than electricity, and the rise in world oil prices has pushed up costs. There have also been droughts. As a result, tea producers have been finding it difficult to achieve a worthwhile margin between production costs and selling prices.

Production is about 450 million lb a year, and this has declined by about 8 per cent since the early 1970s. The export of tea accounts for 45 per cent of Sri Lanka's foreign exchange earnings, but has slipped from 35 per cent to about 25 per cent of the world's total. Britain takes about 55 million lb a year.

A little over 100 years ago there was no tea in Sri Lanka—the greater part of the island's revenue derived from coffee, introduced by the British in 1815. But in 1869, a fungus disease struck, and made further coffee growing impossible. Tea had been grown experimentally, the first commercial field having been set out in 1867, but after the disaster, planters turned to the new crop in earnest.

Within 10 years, the first 1,000 acres of old coffee land had been planted with tea. Most is grown on large estates, but about 120,000 acres of tea is produced on smallholdings of less than 10 acres. Because the country's former name Ceylon has been synonymous in people's minds with high-quality tea, it was decided to retain the name on packets of tea.

Low-grown tea, produced at elevations below 2,000ft, is mainly used as a filler in blends: mid-country tea, grown between 2,000ft and 4,000ft, has a rich and mellow flavour; the high-grown tea, produced at elevations of 4,000ft and higher, has a superior flavour because its growth is slower in the cooler air than tea produced in the hot, moist, low country.

Sri Lanka realises that it has a long way to go to make up for the losses and decline that its tea industry has suffered. But, as Mr. Warusaviyaratne says, "the country is confident that it can regain its old prominence."

"We have had setbacks, but I am hopeful that with the research going on, and with vigorous marketing, we can do it," he says. "President Jayewardene has taken some sales go through the industry, and I believe that we can regain our lead."

Penny Symon

## Africa: an eagerness to export

Although Kenya is the dominant tea producer in Africa, several other countries have increased their output steadily. But war and politics have clouded the picture in parts of the continent.

Africa's influence on world markets rests principally on the fact that most of the states whose production runs into thousands of tonnes consume little tea themselves. Consequently, they are eager to export.

As an example, is South Africa which bought 15,521 tonnes in 1979. Ten years ago its imports were higher, because domestic production was negligible. Now the country grows 6,200 tonnes a year, a reaction to the general ban on trade which it imposed by its neighbours, apart from Malawi.

Our of its production of 32,609 tonnes last year, Malawi sold more than 31,000 tonnes abroad, and some sales go through the auction market at Lilongwe. Next in importance, statistically, are Mozambique, where the figures have recovered since dipping during the short-lived independence in the mid-1970s, and Tanzania.

In 1972, Uganda was second only to Kenya as a tea producer in Africa, but output had dwindled to an estimated 2,000 tonnes last year after the political upheavals in that country. Plantations are being rehabilitated, but it will take time to restore the bulk supply of leaf suitable for exports.

Zimbabwe entered independence with annual production of nearly 10,000 tonnes, some 30 per cent up on figures for 1975/77. Other African countries with plantations include Burundi, Cameroon, Mauritania, Rwanda, and Zaire. The Malagasy Republic has no tea, but is a major tea consumer.

Countries in the equatorial belt, Uganda, Tanzania, Rwanda and Burundi, can pick tea all the year round, but in general crops are seasonal. A London broker said: "Africa has a lot of bright, young tea, but it is not really high enough to make this competitive."

He pointed out that Kenya tea has a lot of bright, young tea, but it is not really high enough to make this competitive. "None of these countries produce tea sold in London, and the quality is a very bad mix of old and new," the broker said.

When we really want to produce, we really want to produce. "Africa's tea is less, but better, tea before the last war, but produced some developments in its potential was not realised until well after the war. Africa is now a major tea producer in the London market."

Shipping is often a profitable. Taking into



Patrick O

## China: a push for the US market

No one knows for sure what China's total tea production is. Tea is produced on hundreds of thousands of communities scattered all over China and much of it is immediately consumed locally and never enters the national statistics.

But two significant things have happened in the past few years. China has started to issue its own statistics of tea production. And it has begun to export black tea in larger quantities and has made a special push for the United States market.

In doing so, China has won the good opinions of the tea trade. "The Chinese are producing good-quality tea at competitive prices," a London trader said. "What is impressive is that they have sent their salesmen on extended trips to various countries and have obviously done their homework well."

China has also caused worry in the traditional tea exporting countries, especially India and Sri Lanka. Some Sri Lankan tea officials noted seriously that China had put money into

promotion and marketing, whereas the local tea board had little money to spare for such frills. Indian officials expressed concern that China's tea prices were about 25 per cent below those of comparable Indian teas.

According to China's own figures, production has increased steadily from 252,000 tonnes in 1977 to 277,000 tonnes last year. The rise in exports of black tea has been even more impressive and jumped from 36,000 tonnes in 1976 to 52,000 tonnes last year, almost equal to 56,000 tonnes of green tea exports. The signs are that China is deliberately building up these sales.

In the first seven months of 1980, tea exports to the United States were almost up to the level for the whole of 1979. This meant that China's tea sales to the United States were higher than those of Kenya. The quality of Chinese tea is below that of the Kenyan tea. But the Chinese have been clever enough to see that 50 per cent of American tea is instant tea, and their tea is ideal for this, a London

dealer commented. China is making its own machinery now and experimenting with modern processes.

There is still much room for improvement. Raising yields and standardizing qualities are probably the most important aspects. It would probably boost foreign confidence in China if the country had the confidence to put estate marks on the teas. Another step forward would be the development of original teas, in which China still lags. Other measures which would help to lift China would be packing of all teas into standard international size chests, and development of shipment on pallets and containers.

The next step in the coming-of-age of China's black tea will be when some is offered in the London auctions. So far China has sold all its tea directly, and on some occasions packages have been offered, say, to the United States but not to Britain. The trade sees this approach of tailor-made offerings as an indicator that China still does not have either the quantities

or the qualities of tea for general export sale.

The London auctions are the world's biggest. The British market is still the largest in the West. If China wants to break in to this way to this market, it will have to auction tea in London. The suggestion was originally made some years ago that China should offer tea in London, but so far it is still being considered.

For the moment the disadvantages probably outweigh the advantages. To sell in London, China would have to ship and land the tea with no idea of what price it would fetch. It would be possible to put a reserve price on the tea, but that would mean shipping it back if it did not reach the reserve.

The money from the sale would not be paid until two weeks afterwards, or perhaps as much as four months from the date of shipment, given the queue for the auction. Moreover, the London market likes to see a consistent supply of tea. "It would mean a year's trial," one broker commented. "If someone is to buy Chinese tea for his blend it

means displacing his usual tea, and he does not want to chop and change from week to week."

It is unlikely that China will come to London for a while yet. Its own supply position is probably tight because of drought and poor weather, which has reduced the crop. And in London there is plenty of tea, with 56,000 packages offered regularly each week. A few years ago there were periods when the offering dropped to 35,000 packages a week outside the main Indian growing seasons.

A trader said: "But now, with so many new producers, there is no respite. Prices have continued to fall."

In these circumstances, Feking probably thinks it is more worth its while to use what potential leverage it may have to see some sections of the industry to cater specifically for selected foreign markets, at least until the time when yields and qualities and quantities allow additional tea to be sent to the London auctions.

Kevin Rafferty

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Reports on major producing centres are on this and the facing page

## India: caught in an economic pincer

India's tea producers find themselves caught unhappily in an economic pincer. The good news is that production in the country's 1,000 plantations is expanding and it seems certain that output this year will reach a record level. The bad news is that there is a prospect of the industry making a loss because of falling prices and rising costs.

For the world's largest tea producer, therefore, the challenge is to find ways of exporting more in a highly competitive market.

Two years ago India produced a record 570 million kg of tea. The expert view is that production in the current year could go to 590 million kg. Even 600 million kg has been predicted.

During the next 20 years, with more land being brought under cultivation, both in the traditional tea districts and in new areas to be opened up, India has the capacity to double its production.

This optimistic picture of growth in a key industry to tea producers, however, is clouded by the considerable anxiety among growers over rising costs and falling prices.

The need to sell more tea is acute, but domestic consumption, about 350 million kg (6 per cent up on last year), is not likely to increase much in the short term. The increasing price of milk and sugar—Indians love their tea sweet—is a factor in this.

At its annual conference recently the United Planters Association of Southern India found it had several things to complain about. It blamed the policy of the previous government which gave priority to internal consumption over exports; a domestic shortage in mid-summer of 1977 put up

prices and persuaded the Government to restrict overseas sales. Growers viewed this as a short-sighted policy. Its effect, they say, was to push India down the league table in the international tea market and it allowed China and African countries to take a considerable portion of India's export trade.

The new Government aims to get back to the old position, but this is no easy business. Fertilizers and other oil-based products have risen sharply in price, and the growers find that the financial pressure has been compounded by wage

risers and taxes. So tea has risen in price from three rupees a kilo to 14 (there are 18.5 rupees to the pound).

Planters are upset that the wealth tax on plantations is being continued while other agricultural land is exempted, and they say that this will restrict development. Meanwhile, tea production in the state of Kerala is being affected seriously by labour problems.

Mr B. Sivaraman, secretary of the United Planters Association, is rather gloomy about the rising costs. "They have gone out of control. Our industry is being hampered

and our exports have dwindled. African countries have been offering their tea at half the price of ours."

A support price for tea, similar to the support for rice and wheat, has been suggested. But Mr Sivaraman believes this would not be effective because tea is an international commodity and international action determines its price. Support price would not help exports, he thinks, and improvement in this area is a priority.

The worries of the tea planters over rising production costs would be smaller if the increases were

matched by increased auction prices. But this has not happened. Calcutta auction prices have been between 14 and 16 rupees a kilo, only a shade better than last year. Many in the trade feel it will not be surprising if later this year tea from India is sold in London at prices less than the cost of production. To add to the troubles there have been protracted labour difficulties in ports and warehouses.

Although all this is causing anxiety, there are some pointers to eventual improvement. The recent adoption by the Government of

most of the recommendations of the Tandon committee on tea marketing is reckoned by many in the tea trade to be a significant step forward, offering a plan for long-term improvement.

The Tandon report recommends that subsidies should be paid to encourage replanting at a much higher rate. It also recommends the setting up of a financial institution to fund plantation development, sorely needed in view of the taxation which has left producers with depleted reserves.

The Government also accepts the point made in

Trevor Fishlock

## Kenya: upsurge in production

Tea is in the forefront of Kenya's agriculture and as the result of a remarkable upsurge in production this crop since the Second World War, it has assumed the second most important place in the country's economy, exceeded only by coffee.

Record production of tea is nothing new to Kenya; output grows every year as further plantings come into production. Last year saw Kenya's output falling only slightly short of 100,000 tonnes, at 99,275 tonnes; and most of the increase this year, there is no doubt that it will exceed 100,000 tonnes.

Tea seeds from the Botanical Gardens at Kew were first introduced into East Africa in the late nineteenth century, when they were established in trials in Uganda. In 1903 an enterprising settler first planted some tea near Nairobi, but it was not until 1925 that the growing of Assam tea started in Kenya, but since then the crop has expanded dramatically, until today it covers more than 70,000 hectares.

Originally centred in the Kericho area of western Kenya, where the large tea estates still dominate the countryside in an orderly pattern of lush development, tea later spread to other parts of the Kenya Highlands, and in recent years its fastest development has been on African smallholdings in the Central Provinces north of Nairobi.

Production from smallholdings now far outstrips that from the large estates

which are still operated by such household names as Brooke Bond and James Finlay. At the time of Kenya's independence in 1963, only 25 per cent of the country's total tea acreage was accounted for by African smallholders; but in less than 10 years, the smallholder acreage had grown to more than that of the large estates.

Total production of tea has risen from 17,000 tonnes in 1963, independence year, to today's 100,000 tonnes—has been grown by small African farmers, generally with no more than a hectare or a hectare and a half of tea each.

The highest grades (and the highest market prices) are now achieved by tea from these smallholdings; a result of the combination of good natural conditions and the continuous care and cultivation that is achieved under this system.

Tea growing now provides the main source of income for thousands of Kenyan farmers who, by consistently exceeding their production targets, have demonstrated their enthusiasm for this crop.

The Kenya Tea Development Authority, which was created in 1964 to organize the smallholder side of the industry, now dominates the market for Kenya tea. Most of Kenya's tea is marketed at the London auctions, which are well established in the world tea trade, and where its high quality ensures a ready market.

The KTDA operates 30 tea factories to serve the African smallholders, whose tea is collected from their farms and carried to the nearest factory for grading and processing, before being packed in chests and sent to the auctions, from where it travels to Britain and to other important markets throughout the world.

During the past five years, more than £17m was spent on building and equipping new tea factories, and on providing field services, including expert supervisors for the smallholder producers. The necessary capital has come partly from foreign aid and partly from Kenya's own resources, with the KTDA servicing the capital inputs from the proceeds of the tea.

Apart from debt servicing and overheads to run the industry, the proceeds of sales of tea are returned to the farmers, who receive an initial sum, based on an estimate of the crop proceeds, followed by a further payment when the season is over.

Kenya's soil in many areas has shown itself well suited to tea production, and yields of tea in Kenya are far higher than in the older-established producing countries of India and Sri Lanka, and at consistently high quality levels.

The large tea estates are an important part of the industry, and they achieve a high degree of efficiency. But they must use paid labour to tend and pluck the tea, whereas the small farmer does this work with

the help of his own family. The large estates employ thousands of workers, and their wages are an important factor in the economy of the tea-growing areas.

Last year, production of tea in Kenya increased by 6.3 per cent, but lower price levels on world markets meant that the total yield in terms of cash was lower. From a record level of 21.49 shillings per kilogram in 1977, prices fell to an average of 15.83 shillings in 1978 and 13.57 shillings in 1979.

The lower prices—which are a reaction from the exceptionally high levels registered in 1977—are an incentive to Kenya to increase productivity and efficiency in the industry generally. This challenge has been responded to by both the large-scale estates and the smallholder tea industry, with the emphasis on improving yields from existing bushes, lessening the loss of tea through transport delays, and by improving roads in the tea-growing areas to make transport of the leaf to the factories easier, particularly in the rainy season.

Kenya's expanding tea production has made a remarkable impact on the country's economy. In 1949, Malawi was the largest African tea producer, with Kenya close behind with 5,250 tonnes. By 1959, Kenya was well in the lead, and it now produces nearly double the amount of tea produced elsewhere in Africa.

Britain has always been the main customer for

Kenyan tea, but smaller quantities are sold to countries such as West Germany, The Netherlands, the United States, Canada, Australia and New Zealand, as well as to a number of African countries.

Kenya itself is a tea-drinking country, but despite a growing volume of local sales, these are overshadowed by the volume of exports. Tea contributed £67,343,000 to the Kenyan economy last year (against £106m for coffee). Exports from Kenya in 1975 were 52,450 tonnes; and in 1976, 59,285 tonnes; in 1977, 70,220 tonnes; in 1978, 84,968 tonnes; and in 1979, 94,023 tonnes.

Further increases in Kenyan production can be expected in the next few years. The Kenya Tea Development Authority is now in the process of implementing its latest development plan, which provides for 25,000 acres of tea to be planted between 1978 and 1982.

There are more than 125,000 small tea growers in Kenya, who between them are responsible for something like two-thirds of all production. Most of the tea planted by these smallholders is still young, and has yet to reach full production. This, with the new tea factories which are being provided to handle the future production from these smallholders, will ensure that the trend of a yearly increase in output, already well established, continues.

Charles Harrison

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We think we've done Sir Tommy proud. Last year, Lipton Export Limited collected a Queen's Award for export achievement.

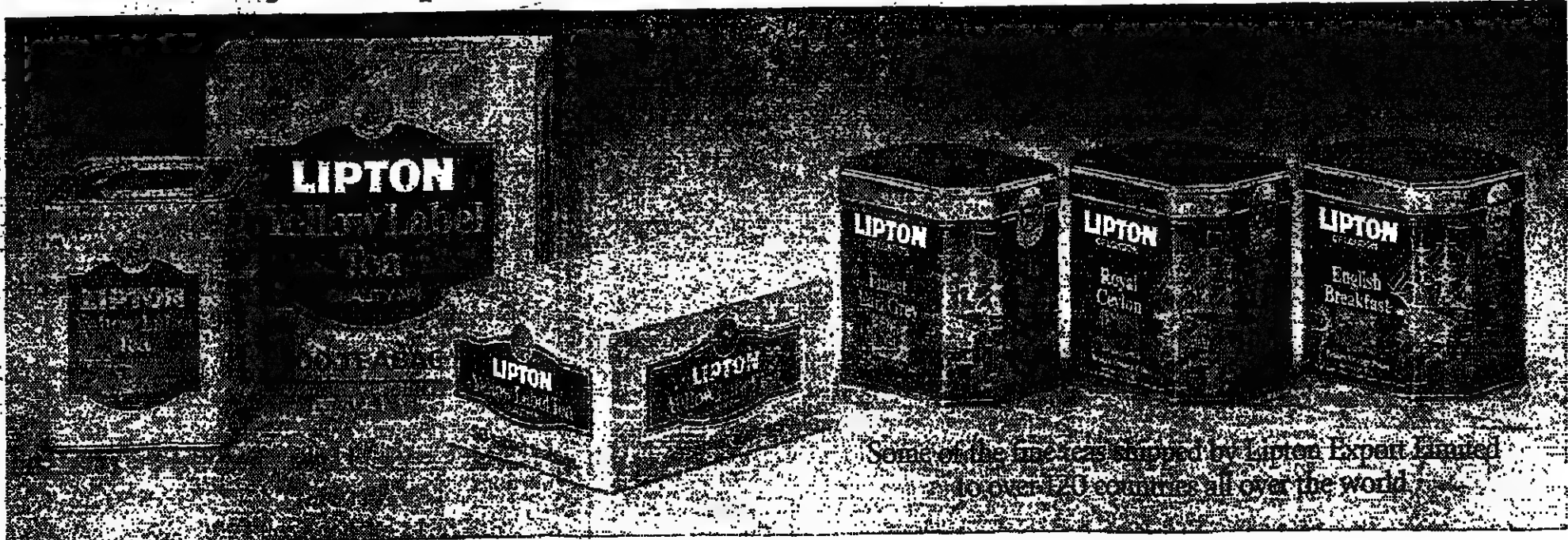
To meet the different tastes of all the nations who enjoy Lipton teas, we naturally have a wide and varied product range.

It may come as a surprise to know that

all these teas are blended and packed right here in Britain, at our factory at Leighton Buzzard. This is, in fact, the largest 'tagged bag' tea factory in Europe.

qualities have not varied for more than 50 years.

All told, Lipton teas are now enjoyed in over 120 countries all over the world.



Some of the fine teas supplied by Lipton Export Limited to over 120 countries all over the world

Our most popular blend of all—Lipton Yellow Label—is internationally recognised as the classic English tea and it is unrivalled as the world's favourite.

This blend of Ceylon, Indian and other fine teas was perfected by Sir Thomas himself. Its clear, bright taste and refreshing

So where in the world do we get our reputation? Quite simply, wherever people pour themselves a cup of Lipton tea.

**LIPTON**  
Quite simply, the world's favourite tea.



# Tea

The tea industry is something of a jigsaw puzzle with interlocking parts made up of producers, merchants, buyers, brokers, dealers and promoters. This interdependence leads the way in it to get together frequently, whether in national or international bodies, or at supranational gatherings organized by the Food and Agriculture Organization and the United Nations Conference on Trade and Development.

Wherever and whenever they meet, the general theme is of too much tea chasing prices that are too low. The average cup, taken with milk and sugar, can be produced for a penny. A broker said: "The auction price of tea in real terms has never been lower since the war. What we really want to see is better tea produced."

It is not in the nature of consumers to need such complaints. They remember that in 1970 they could buy a quarter-pound packet for the equivalent of 7p, and often it carried some kind of stamp or other rebate. However, the latest increases in shelf prices cover, among other costs, the introduction of mechanization and a larger pack.

Nor have these increases been filtered back to producers. Tea imports into Britain are running at some 200,000 tonnes a year, half of it sold at the London auctions. Average prices so far in 1980 have been down on last year's figure of 102p a kilo, which itself was much lower than the 1978 price. However, traders hope to see a firmer market for medium and better quality products before long.

The fall is partly a reaction from 1977, when a shortage of tea, encouraged by speculative buying and nine stage drives prices in London well above £2 a kilo. Shippers rebelled, causing a sharp retreat. But stocks had been built up and producers, round the

world, had raised output, some of it low in quality.

As in other industries, packers and distributors have reduced stocks to cut capital costs. This, paradoxically, has gone some way to stabilizing spot prices, when blenders find they are short of a particular kind of tea to make up a standard blend.

Over the past 10 years consumption of tea in Britain has declined; for the United Kingdom, including the Channel Islands, the total was 173,723 tonnes last year compared with 233,588 tonnes in 1970. Competition has come from rising sales of alcohol and soft drinks, and from instant coffee.

But even today, when a Briton feels thirsty, it is an even chance he will choose tea. The odds against coffee are four to one. Only the Irish, who like it strong, and some Gulf Arabs, drink more tea a head than we do.

It is actioned in several countries, notably in the Indian sub-continent and Africa, but Britain is the world's biggest importer, and is the only place where tea from all the leading exporting countries are sold in competition with each other.

Britain has occupied a central role in the industry since early in the nineteenth century. London auctions are attended by both domestic buyers and exporters who send tea to Europe and elsewhere. This re-export trade amounted to more than 24,000 tonnes last year.

In 1979 the decline in British tea consumption was reversed for the first time in many years, after a promotional campaign by the Tea Council funded by producers and traders. The council also introduced a new grading system for tea used in catering.

"Tea is of variable quality," a council spokesman said. "If you want something cheaper you can get it. We found the quality bought by large-scale caterers had dropped."



This is one of a set of 13 paintings, which are in the Peabody Museum, Salem, Massachusetts. They were painted in about 1830 by an unknown artist, and tell the story of the cultivation and production of tea through its many stages. Although they are 150 years old, they illustrate a process that, in most aspects, has not changed to this day. Tea, which comes from the evergreen bush *Camellia sinensis*, is a seedling which is planted, cultivated and picked by hand. Other paintings in this Special Report show the drying, or roasting, of the tea leaves, the open-drying, and a tea shop.

The Chinese paintings of tea production are reproduced by permission of the Peabody Museum of Salem, Massachusetts, United States.

Now most blenders, who sell to hotels, restaurants and cafes, either direct or through cash and carry stores, have their tea labelled one, two or three stars according to the classification of independent tasters. Some producers and

brokers would like to see the grading system extended to ordinary retail teas.

Mr Jagdish Khatri, London director of the Tea Board of India, said: "If the consumer becomes more quality-conscious, we can produce better tea and obtain a better return per kilo."

Last year an International Tea Promotion Association to limit exports on a yearly United Nations Council for Trade and Development to boost sales. In May this year 10 of the world's leading exporters met in Jakarta to approach the industry perhaps for the consumer, for the best conference.

Such moves are not new. When *The Times* published a Special Report on tea in 1970, Mr W. Wilson Mayne, under the heading "Swift action needed to save an industry's jobs", wrote:

"The retail price of tea to the United Kingdom consumer has remained unchanged for more than a decade. For the past two years the countries concerned have been feeling their way towards some scheme of regulation of exports. Britain was then just emerging from a campaign urging them to 'join the tea set'."

One broker said to me: "Before the war, the colonial powers could dictate what happened in India, Ceylon and Indonesia. Then came independence, higher taxes, and the arrival of African producers as a major factor in the London market."

Given the right climate, warm and moist, tea is an attractive crop to Third World countries. It is labour-intensive, it has to be dried and processed, close to the plantations (which produce more jobs), and many customers pay to have it ready. In these circumstances, poor countries are reluctant to limit production.

Although Britain is the biggest importer, the real power of the tea world is India, with the highest production and highest tea consumption. Generally, rising production is matched by demand generated by an increasing population. But any change in this relation may change the tea world market.

Even in 1977 a poor Indian crop caused a shortage which caused the average price to rise. This year there is another bumper harvest of tea, which may coincide with a year of super-weather, the Indian likes the tea harvest, he may drink less and so release more for export.

Another traditional producer is Sri Lanka, called Ceylon tea has been affected by the scheme of nationalization and investment is needed, clearly in replanting.

African plantations with older production increases in the tea and fertilizers. In these these are made over poor road and rail with suitable ports.

A number of less famous names are important producers. The Soviet Union is believed to grow over 100,000 tonnes as well as buying the best Indian Assam Darjeeling.

Mechanical harvesters have been introduced in tea and Mauritius. It still a demand for Ceylon, and the C also export black tea of this goes to the States.

American consumer per head is small and taken in a variety of ways generally "on the go" makes America a tea market. Perhaps last reminder of that the plantations (which produce more jobs), and many customers pay to have it ready.

They account for the British market, on trust the statement if I were blindfold could not tell the difference between tea brewed in India and that brewed in Ceylon. Nevertheless, tea has to be combined to combine the disadvantages of taste and few of the tastes.

Perhaps standard are so blind it makes difference whether it is bagged or not. Since those pooling, the drinker insists that it should remain unvarying flavor year to year. This makes it difficult to acquire the taste for quality and so focus return to growers.

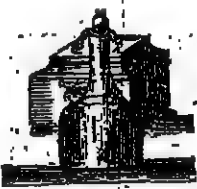
Patrick O'D

## Legends

Samuel Johnson, who was passionate about tea and described himself as a "hardened and shameless tea drinker", thought that tea did not have enough nourishment, and was also too expensive, making it "a liquor not proper to the lower classes of the people".

His misgivings were not shared. By the middle of the eighteenth century the common people were showing an "unbridled passion for the stuff". By 1767, Arthur Young was horrified to find "labourers losing their time to come and go to the tea table, say 'armies' servants even demanding tea for their breakfast."

He may have wronged his hands but the tea break came to stay.



The Emperor Chen Nung, an enlightened ruler, was always keen on hygiene and medical standards in his court. One day in 273 BC the Emperor was boiling some water when a few leaves from a tea bush (the *Camellia sinensis*) fell into the imperial brazier. The Chinese rightly claim that tea, as we know it, made its debut in China.

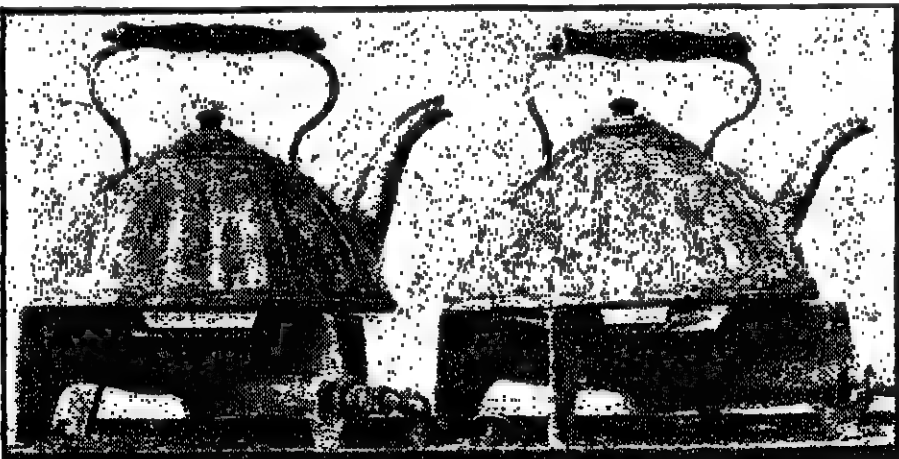
It was not until the sixteenth century that news of this dried leaf and boiling water combination was to reach Europe.

Paris talked of little else. In London we had been rather keen on coffee houses which, much to Oliver Cromwell's irritation, also sold alcohol.



Tea was first sold in England by the enterprising Thomas Garraway in 1657 in Exchange Alley, London. In those days he recommended it for "gravel, scurvy, loss of memory, looseness, griping of the guts and colic."

Apart from these claims, tea began to be a new fashionable drink in England.



Samuel Pepys was so excited by his first taste, he entered it in his diary saying on September 25, 1660, that he "did send for a cup of Tea (a China drink) of which I never drank before."

It received the royal seal of approval when King Charles II married a Portuguese princess, Catherine of Braganza. She upstaged the ladies of the English court by telling them she had been drinking tea for a long time before she came to Britain.

From 1664 the merchants of the East India Company, never slow to miss a chance of promoting sales, sent gifts of tea to the court and happily noted that it had been well received by the King. The enjoyment of tea in royal circles, however, was not to become a fashion for the common people until the search for these dry little Chinese leaves.

One hostess entertaining Robert Southey, a century later, was anxious to impress the poet. She had secured two lbs of tea but thought it should be treated like cabbage or swedes and boiled it up in a most disgusting way and then dotted it with butter and salt.

Needless to say the Duchess of Bedford's afternoon teas in the 1780s were most elegant with tea being poured from graceful silver pots and perfectly made "below stairs".

For those of us who hunger for afternoon teas with cucumber and crab sandwiches, crumpets, scones and jam, we have the duchess to thank for its invention. The wife of the seventh Duke of Bedford, thought that there was an awfully long and boring gap between lunch and dinner. The duchess used to invite her friends privately to her room for tea and bread and butter. Afternoon tea became a delicious English ritual which was taken all over the empire - sugar tongs, a moorcracked table linen, cake forks, sugar tongs and strainers were sent ahead by sea.

Crumpets, fresh cream puffs, coconut cakes topped with chocolate, Bath buns, sponge with cream, roasted tencake, omelette, graced any reasonably decent tea table.



It is unlikely that George Orwell would have insisted on groaning cake plates but he was very fussy about his tea and had 11 golden rules which could be a bore for his hostess. He insisted that his tea should be Indian; and said sugar ruined a good cup of tea.



Rupert Brooke obviously preferred sticky honey to home-made raspberry or strawberry jam. Tea has been written about so romantically that it comes as rather a shock to find that Hitler was very partial to it. In a study of the Nazi leader, Professor Bullock claimed that the Führer was at his most dangerous when he was musing over the tea cups.



Every afternoon when the Queen is at Buckingham Palace, she stops for tea, making her favourite blend, Darjeeling, in the silver Victorian spirit kettle.

There is a white house covered with honeysuckle in the Blue Mountains in south India which was once the home of a British tea planter called Colonel Pascoe a bachelor, who was 80 when he died, leaving behind a beautifully ordered tea estate and a house called Woodland which his ghost is said to haunt.

This habit is often highly disconcerting for his Indian successors. On the first night when they move in, the ghost can be heard noisily counting gold sovereigns in a huge safe which is normally locked. He then glides across the floor and nudges the new servants out of his bed, ruffling the mosquito net.

The colonel's old servant Joseph still works in the house, shuffling around in wide, beige shoes. "Sometimes when I dust the master's room he tries to push me away," Joseph says. "But it is not frightening and he always leaves people alone after the first night."

One British planter in India, whenever he wanted to nip away from the garden, used to fasten his glass eye to one of the silver eucalyptus trees. "I'm putting my eye on you," he used to say. This had a terrifying effect on the pickers who would usefully believe that the planter could still see them even though he was miles away having a pink gin on his verandah.



The Mandarin and Camouese for China tea was *cha*, which, converted to English *lang*, became known as *char*. But in the Amoy dialect the same word is *te*.

Caroline Sutherland

## Everyone knows the world's biggest producer of tea. But who produces the best?

India. The world's leading producer of tea. And the home of the three finest teas in the world - Darjeeling, Assam and Nilgiri.



High in the foothills of the Himalayas grows Darjeeling. Rare, refined, the undisputed Champagne of Teas. Darjeeling is unrivalled anywhere in the world for its delicacy of flavour, enticing aroma and exquisite bouquet. For afternoon tea, the discerning drink Darjeeling. It's pure liquid luxury.

Rich, dark and full-bodied, the tea of Assam is the perfect tea for everyone who has a weakness for a good strong cup.

It's the ideal breakfast drink - smooth, invigorating and full of flavour.



From the hills of Southern India comes Nilgiri, a bright, brisk tea much prized for its delectable fragrance. Clear and refreshing, Nilgiri is a delicious pick-me-up at any time of day.



For further information on Pure India Tea please contact: The Tea Board of India, 343 Oxford Street, London W1. Telephone: 01-493 7516/7



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raise your cup to it







## Secretarial and Non-Secretarial Appointments

Public and Educational Appointments  
also on page 11Recruit  
Quality

**MATURE P.A. (Ref. 1 CO/PC)**  
Miss P. with experience in the leisure and entertainment field is at your disposal. With top secretarial skills of 112 shorthand, 10 typing and a pleasant, flexible personality, she is happy to take on responsibility. She is looking for a new challenge in the secretarial field for £5,500.

**PROFESSIONAL SECRETARY (Ref. 2 CO/SB)**  
With 10 years of 135 shorthand and 35 typing and a very stable C.V. Miss S. is a commendable assistant to a busy boss. She is happy to take on responsibility. She is looking for a new challenge in the secretarial field for £5,500.

**SECOND JOBBER (Ref. 3 CO/SB)**  
Miss S. is looking for a new challenge in the secretarial field for £5,500. She is happy to take on responsibility. She is looking for a new challenge in the secretarial field for £5,500.

**SECRETARY/P.A. (Ref. 4 JR/JB)**  
Need to be well organized? Miss S. is experienced at taking over and using her initiative. Top secretarial skills and a stable background at senior level makes her well worth £5,500.

**COLLEGE LEAVER (Ref. 5 JR/VGS)**  
Looking for a trainee? Miss S. is an excellent college leaver with typing, shorthand and audio skills. She is looking for a new challenge in the secretarial field for £5,500.

**STABLE SECRETARY (Ref. 6 DT/HB)**  
Miss S. is a mature, stable, and efficient manager who will help you out beautifully on the most hectic days. With her initiative, she is looking for a new challenge in the secretarial field for £5,500.

**AUDIO SECRETARY (Ref. 7 CO/KH)**  
At 22 Miss H. has gained excellent experience in an Estate Agents and the textile industry. Her presentation is excellent. She is looking for a new challenge in the secretarial field for £5,500.

**EXECUTIVE SECRETARY (Ref. 8 DT/RS)**  
Take secretarial knowledge, top secretarial skills and ability to use a number of office machines, you've got it. Miss K. is multi-talented—70 wpm typing, audio, tele. She is looking for a new challenge in the secretarial field for £5,500.

**TOP FLIGHT P.A. (Ref. 9 DT/AJ)**  
Top skills 65/112 and solid experience in television and advertising. Miss J. is a commendable right hand looking for a new challenge in the secretarial field for £5,500.

**AUDIO SECRETARY (Ref. 10 CO/KH)**  
At 22 Miss H. has gained excellent experience in an Estate Agents and the textile industry. Her presentation is excellent. She is looking for a new challenge in the secretarial field for £5,500.

**EXECUTIVE SECRETARY (Ref. 11 DT/RS)**  
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**TOP FLIGHT P.A. (Ref. 12 DT/AJ)**  
Top skills 65/112 and solid experience in television and advertising. Miss J. is a commendable right hand looking for a new challenge in the secretarial field for £5,500.

**AUDIO SECRETARY (Ref. 13 CO/KH)**  
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**EXECUTIVE SECRETARY (Ref. 14 DT/RS)**  
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**TOP FLIGHT P.A. (Ref. 15 DT/AJ)**  
Top skills 65/112 and solid experience in television and advertising. Miss J. is a commendable right hand looking for a new challenge in the secretarial field for £5,500.

**AUDIO SECRETARY (Ref. 16 CO/KH)**  
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**EXECUTIVE SECRETARY (Ref. 17 DT/RS)**  
Take secretarial knowledge, top secretarial skills and ability to use a number of office machines, you've got it. Miss K. is multi-talented—70 wpm typing, audio, tele. She is looking for a new challenge in the secretarial field for £5,500.

**TOP FLIGHT P.A. (Ref. 18 DT/AJ)**  
Top skills 65/112 and solid experience in television and advertising. Miss J. is a commendable right hand looking for a new challenge in the secretarial field for £5,500.

**AUDIO SECRETARY (Ref. 19 CO/KH)**  
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**EXECUTIVE SECRETARY (Ref. 20 DT/RS)**  
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**TOP FLIGHT P.A. (Ref. 21 DT/AJ)**  
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**AUDIO SECRETARY (Ref. 22 CO/KH)**  
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**EXECUTIVE SECRETARY (Ref. 23 DT/RS)**  
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**AUDIO SECRETARY (Ref. 25 CO/KH)**  
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**EXECUTIVE SECRETARY (Ref. 26 DT/RS)**  
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**TOP FLIGHT P.A. (Ref. 27 DT/AJ)**  
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**AUDIO SECRETARY (Ref. 28 CO/KH)**  
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**EXECUTIVE SECRETARY (Ref. 29 DT/RS)**  
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**TOP FLIGHT P.A. (Ref. 30 DT/AJ)**  
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**AUDIO SECRETARY (Ref. 31 CO/KH)**  
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**EXECUTIVE SECRETARY (Ref. 32 DT/RS)**  
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**AUDIO SECRETARY (Ref. 37 CO/KH)**  
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**AUDIO SECRETARY (Ref. 40 CO/KH)**  
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**EXECUTIVE SECRETARY (Ref. 41 DT/RS)**  
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**AUDIO SECRETARY (Ref. 43 CO/KH)**  
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